

105

OFFICIAL MONTHLY PUBLICATION OF THE DIRECT MAIL ADVERTISING ASSOCIATION, INC.

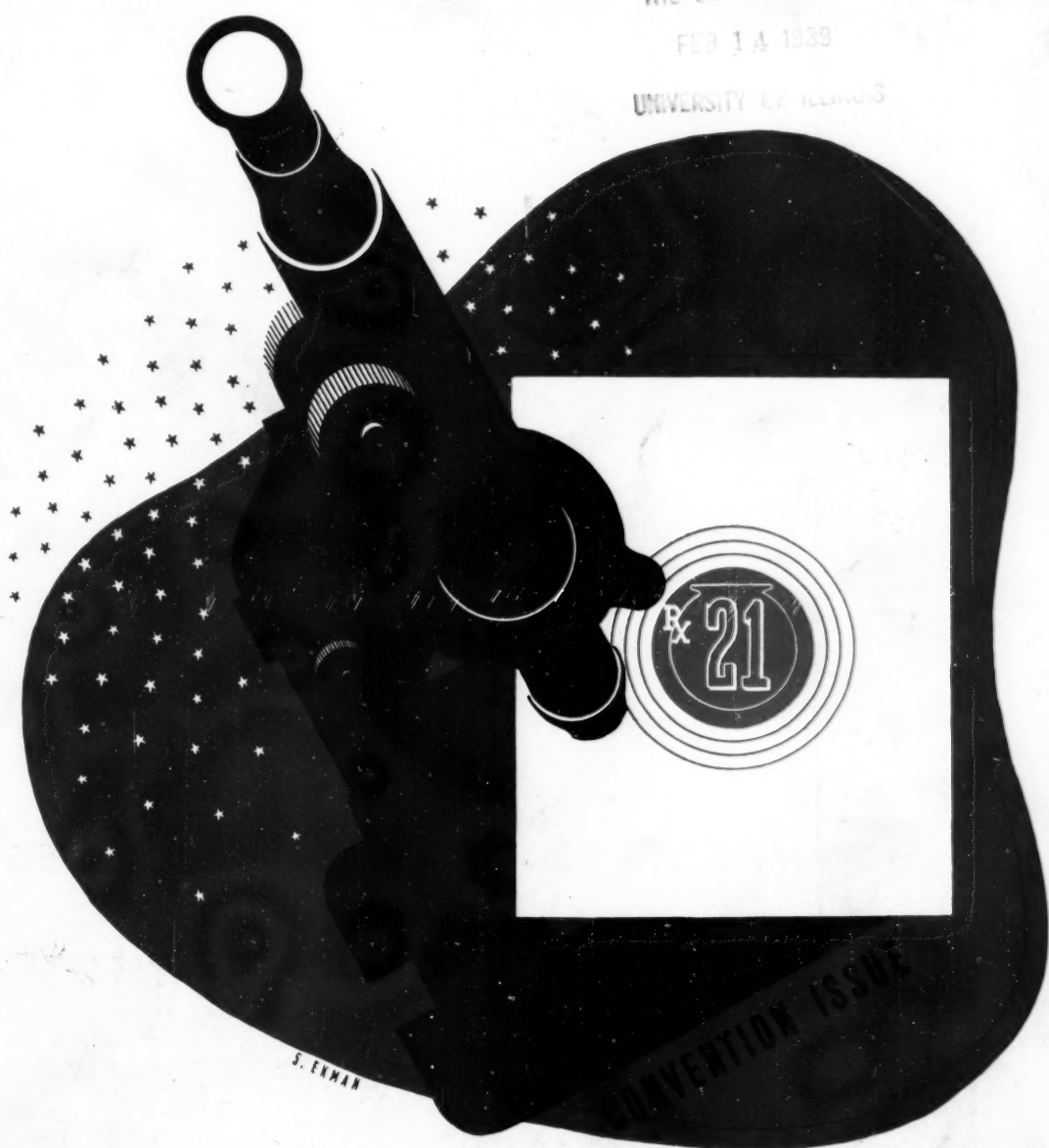
# THE REPORTER

WITH POSTAGE AND THE MAILBAG

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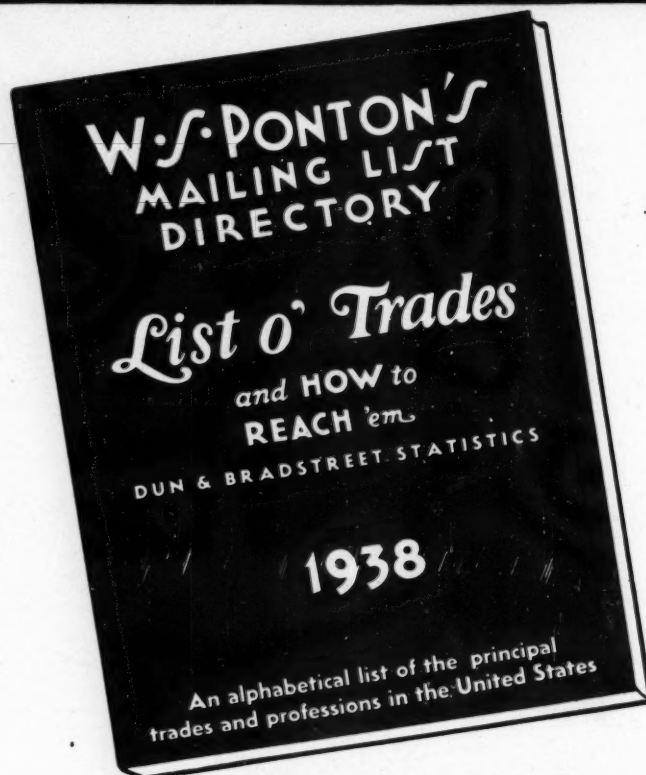
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September 1938

**SALES MANAGERS  
ADVERTISING MANAGERS  
BUSINESS EXECUTIVES**



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**128 PAGES • 9000 DIFFERENT LISTS  
WRITE FOR YOUR COPY TO-DAY**

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**635 SIXTH AVE. at 19th STREET  
NEW YORK**



# REPORTORIAL:

WHEN HENRY HOKE announced that I would take over the editorial duties for the Convention Number of *The Reporter* he generously intimated that this issue would be *startling and unusual*. (It may at that.) But only his statement is startling . . . his unbounded faith, unusual. For despite his optimistic introduction, all that I shall attempt to provide in this issue is a legible arrangement of available material . . . the kind of publication I like to read when I'm not editing the Phoenix Flame. Henry's "available material" has always been of the best, and his layouts above reproach. So, it's not for me to spoil one of my favorite publications by altering it too much. That would be gilding the goose, or shooting the egg that laid the golden lily. But more important, it gives you assurance that not even this one issue of *The Reporter* is to be lacking of the touch that is Hoke . . . and no Hokum!

Stan Ekman produced the cover. He is one of Chicago's first-line artists (in case you don't know), and a charter member of the famed "27." Among his better known clients are such critical patrons of the commercial arts as Abbott Laboratories, Standard Oil Co., American Airlines and The French Line. You may expect to hear more, considerable more, of this young artist in Direct Mail. Therefore this brief introduction.

Homer J. Buckley, who is responsible for our lead-off article, needs no introduction to readers of *The Reporter*, or members of the Direct Mail Advertising Association. He contributed much time and effort to the formation of the Association and to the beginnings of *Postage Magazine* which is now an integral part of *The Reporter*. "It is fittingly appropriate that this year . . . of all years . . . the D.M.A.A. should select Chicago for its annual convention and exhibit. How appropriate at this time also is the good news that *Postage Magazine* now returns officially to the fold of D.M.A.A. ownership and control, under the masthead of *The Reporter with Postage and the Mailbag*." And it is equally fitting and appropriate that Mr. Buckley should contribute our lead-off article to this, the Convention Issue. Page 9.

The experiences of Henry Martin, Direct Mail Fumbler, has in a few brief months become an identifying feature of *The Reporter*. Written in an informal manner, they are, nevertheless, based on a common sense application of the fundamental principles of Direct Mail. You'll find his blunderings interesting . . . yes, even helpful. Page 32.

## THE REPORTER WITH POSTAGE AND THE MAILBAG

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*The Reporter of Direct Advertising, now combined with Postage and the Mailbag, is the official monthly publication of The Direct Mail Advertising Association, with offices in the Pennsylvania Hotel, New York, N. Y. Price 25c a copy, \$3.00 a year. Edited by Henry Hoke and associate members of the D.M.A.A.*

Elon G. Borton, whose committee has so ably handled the arrangements for the 21st Annual Convention of The Direct Mail Advertising Association, contributes an article on the testing of direct mail. There's little guess work to the things E. G. B. attempts, for in addition to being Director of Advertising of the LaSalle Extension University he finds time to be Vice President of Chicago Federated Advertising Club, a member of Chicago Better Business Bureau, Chairman of Publicity Committee of National Home Study Council and Chairman of Boy Scout Group of an American Legion Post. And that, you will admit, is quite a man's size job. Page 11.

A word about the advertisers in *The Reporter* is never amiss. And when you avail yourself of their services be sure to remind them that you saw their ad in *The Reporter*. You'll profit . . . advertisers will profit . . . *The Reporter* will profit.

A Gold Palm to Abbott Laboratories. Charles S. Downs, Bert Ray, Runkle-Thompson-Kovats, Collins-Miller-Hutchings, and numerous others who have contributed so ably to the general excellence of *What's New*, house magazine of Abbott's Laboratories. Page 15.

With this issue of *The Reporter*, we give back to Sam Slick, and to you, the old, well-remembered caption which once adorned the masthead of his pithy paragraphs: "The Very Idea!" I've had something to do with this restoration because it was difficult for me to think of them under any other name. I remember when I used to receive my copy of *Postage and the Mailbag* I turned first to the back pages of the book . . . the Sam Slick pages of the book. And didn't you? Henry Hoke will probably say on reading this, "The Very Idea." Page 34.

HIG, Guest Editor

# *Now... the RIGHT Paper*



## THE BECKETT PERPETUAL AUTO-FILE

**CONTENTS . . .** The Auto-file contains 297 dummy sheets, 12 x 18 inches, folded to 9 x 12 size, perpetually replaced without charge. There are 179 different items of paper, including Buckeye Cover, Beckett Cover, Ohio Cover, Buckeye Duplex, Buckeye Text, Beckett Text, Tweed Text, Beckett Offset, Beckett Opaque, Beckett fancy finishes, a drawer of sample books, the Beckett Color Finder and an instruction book.

**DIMENSIONS . . .** The Auto-file is made throughout

of steel. The exterior is in wrinkle finish and the cabinet is enameled in two tones of maroon. The height is 19 $\frac{1}{2}$  inches; width, 14 $\frac{3}{8}$  inches; depth, 10 $\frac{1}{8}$  inches. Weight of cabinet empty, 22 $\frac{1}{4}$  lbs.; loaded, 42 lbs.

**QUALITY . . .** The Auto-file is so soundly constructed that it will give lifetime service. It is readily portable. It will prove an acceptable ornament to any office and an utility of convenience without precedent in the graphic arts.

*at your fingertips... Always*

**T**HE Beckett Perpetual Auto-file offers to you a permanent solution of the age-long problem of securing immediately, without one penny of additional expense and with so little effort that the action is almost automatic, a complete assortment of printing papers for dummy and sample purposes. These samples are in order and will be kept complete without your buying so much as a postage stamp.

As each sheet is removed for use you merely jot down its number on the pad on the left door and each two weeks send us these numbers on the business reply postcards also found on the door. Replacement sheets will be sent you on the day the card is received.

Any of the thousands of items of paper made by us which are not included in the Auto-file, will be furnished immediately without cost to owners of the Auto-file. Sample books enclosed in the Auto-file exhibit all sizes, weights, colors and finishes. To secure exactly what you want you have only to note the grade, color, size, weight and finish on the postcard, write your name and address and the paper will go to you in full sheet size by return mail. If more than one sheet is needed kindly so state.

*The name of The Beckett Perpetual Auto-file is registered and the device is protected by patents pending*

## **THE BECKETT PAPER COMPANY, Hamilton, Ohio**

*Makers of Good Paper Since 1848*

© 1938

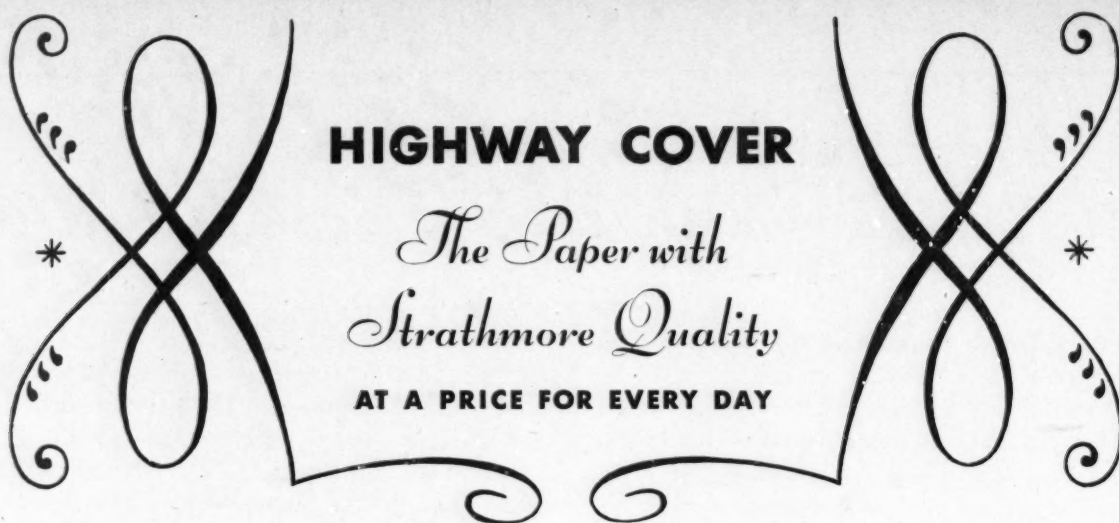
TO THE BECKETT PAPER COMPANY, *Hamilton, Ohio*

I enclose \$5.00 and my business letterhead. Please send The Beckett Perpetual Auto-file. I retain the right to return the Auto-file at your expense within 30 days, if dissatisfied, and to receive immediate refund of purchase price.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

BUSINESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_





**Y**OU'RE sure of top-flight results with Highway Cover. You're surprised that such quality can be had at so moderate a cost. In a highly competitive field, Highway Cover rates high on these counts—

The surface of Highway Cover is exceptionally attractive. Colors have a jewel-like clarity, are practical to print and more than usually fast to light. Both sides of the sheet are remarkably uniform. And Highway Cover has ample toughness for folding, wear and tear in handling and mailing. These are reasons why a large and growing group of buyers have the "Highway Cover Habit."

**TWO NEW COLORS!** A brilliant red called SULTANA SCARLET and a new, rich, velvety black named RAVEN BLACK. Here are additional values in a cover paper that has already established its leadership in the field of quality at a price.



**STRATHMORE BOOTH NUMBER 89.** Strathmore will exhibit at the D.M.A.A. Convention in Chicago on September 28, 29 and 30. We would appreciate a call from you to look over our wide variety of beautiful papers for more effective Direct Mail. STRATHMORE PAPER COMPANY, West Springfield, Massachusetts.



## *Direct Mail Comes of Age!*

**T**WENTY-ONE YEARS AGO Direct Mail was young. It (meaning a medium of advertising) had been used successfully by a few crafty advertisers. But twenty-one years ago direct mail was organized. Read the story by Homer Buckley, the first president, in this issue,—and you will have the picture.

Direct Mail, during these 21 years, has passed through many stages. It has had its ups and downs. It has gone through the testing and toasting process. Slowly and gradually a tested technique has been developed,—a technique which reaches its climax in the 21st anniversary of the organization of direct mail.

During these 21 years—there have been many good annual convention programs. I am not lacking in modesty in saying that this 21st program is *the best*. It is the best because direct mail has grown, has matured through the years. It has gone through its period of education and proof. It has passed from the stage of fanaticism . . . to scientific efficiency.

Read the sensible and substantial program which has been prepared by Lloyd Herrold's Committee. See how many sensible, substantial, successful men and women from many points of the compass are coming to Chicago to tell how they have applied the formulas for successful selling.

In behalf of the Board of Directors of the Direct Mail Advertising Association, I invite you to attend this "coming of age" meeting.

No matter what your business may be, you can profit by the experience of those who have profited by the experience of the past twenty-one years.

FREDERICK B. HEITKAMP, *President*  
Direct Mail Advertising Association

September, 1938.

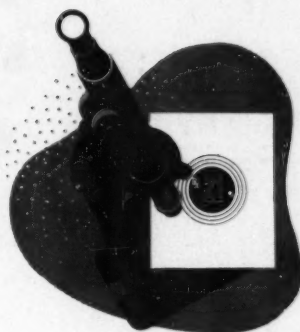


## WHAT'S NEW

No house publication is more deserving of recognition than that of Abbott Laboratories. A group of covers by the foremost artists in their fields has established a standard of excellence which few other publishers can approach . . . even the publishers of national magazines. Among these artists are Weimer Purcell, William

P. Welsh, Martin Johnson, Dale Nichols, Stanley Ekman, Luis Hidalgo, Gregory Orloff and Pierre Brissaud. We are privileged to award Charles S. Downs, Advertising Manager of Abbott Laboratories, a Gold Palm for this beautiful and unusual example of direct mail in this issue of *The Reporter*, page 15.

# THE REPORTER WITH POSTAGE AND THE MAILBAG



## DIRECT MAIL REACHES ITS 21st YEAR

HOMER J. BUCKLEY, *First President Direct Mail Advertising Association*

THIS YEAR . . . 1938 . . . the medium of direct mail advertising celebrates its twenty-first year as an organized force in the Federation of Advertising Associations.

It is fittingly appropriate that this year . . . of all years . . . the D. M. A. A. should select Chicago for its annual convention and exhibit. It was here in Chicago that the association was given its first impetus as an organized departmental of the Associated Advertising Clubs, and which two years later became an independent incorporated association known as the Direct Mail Advertising Association. The men whose signatures were affixed to the incorporation papers were Chicago men, namely, Reuben H. Donnelley, Robert C. Fay and Homer J. Buckley.

It was here in Chicago that a few enthusiasts conceived the idea of *Postage Magazine* and brought it into existence as the official organ of direct mail advertising, with Kenneth McNichol of Boston, then Secretary of the Direct Mail Departmental as editor, and with publishing headquarters located at Haverhill, Massachusetts.

How appropriate at this time also is the good news that *Postage Magazine* now returns officially to the fold of D. M. A. A. ownership and control, under the combined masthead of *The Reporter with Postage and the Mailbag*.

What better selection for a timely convention theme could possibly be made for its 21st Anniversary than "A Scientific Appraisal of the Achievements of Direct Mail Advertising" . . . with particular emphasis on the current selling problems peculiar to the conditions that obtain in this year of 1938 . . . projecting the application of direct mail to the new problems of merchandising and selling in 1939!

Ordinarily I do not look with favor on the idea of talking or writing in retrospect to any group of advertising men and women. They as a rule are not concerned with what happened "away back when." Invariably it gives opportunity for someone to wise-crack about "living in the past." I may be forgiven in this instance if I take the time to record a few facts about the progress of direct mail advertising and its contribution to the business structure, with



the achievements of the D. M. A. A. in its twenty-one years as an organized unit in the family of Advertising Associations:

1) Twenty-one years ago direct mail was an orphan medium of advertising. It was abused and misused on all sides, and was more frequently termed "circularizing," with the stigma of cheapness attached to it.

TODAY it stands "chin up" as a powerful and effective force, regularly specified as a requirement in every well-balanced program of advertising.

2) Twenty-one years ago the annual investment in direct mail advertising . . . including postage and production costs . . . was less than 90 million dollars.

IN THE YEAR 1937, as revealed by the Cost Ascertainment figures of the post-office department and the annual sales production volume of the graphic arts industry, the total investment budget for direct advertising, in all its forms, is in excess of 500 MILLION . . . second only to newspapers in advertising totals.

3) Twenty-one years ago, there were less than a few hundred men, who could qualify as being actively identified with the creation and production of direct mail advertising as a business enterprise in the graphic arts and advertising business.

TODAY, there are 25,000 or more persons actively identified with various business enterprises, whose major activities are devoted to the designing, planning and creation of direct mail advertising.

The D. M. A. A. from its organization, devoted its attention to a broad educational program which included:

a) The introduction of study courses on the subject of Direct Mail Advertising . . . in all its broad phases . . . supplemented by courses in Business

Letter Writing in the universities and colleges of the United States.

b) The organization of local clubs and chapters to study the advantages of direct mail advertising.

c) Annual Convention, exhibits and district meetings where clinic forums and round table discussions would provide instruction and practical information.

That the association has succeeded in its long range program of education can be proved by the fact that there are few businesses today that are not conscious of the specific application of direct mail advertising to their scheme of marketing.

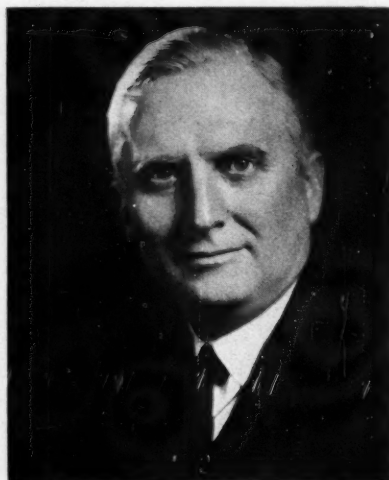
There is no business large or small which cannot profitably use direct mail regularly every week to produce actual sales, and no business can make the most of its sales opportunities without direct mail.

Direct mail gets its greatest play from experienced advertisers in time of stress when intensive selling and promotion are required to keep the factory wheels going. In such times executives want orders TODAY, TOMORROW AND NEXT WEEK and they know that direct mail is quick, flexible and responsive, in—

1. Keeping before all customers regularly—
2. Reaching prospects with merchandising offers systematically—Putting new names on the ledger—Getting leads and doing missionary work for salesmen—
3. Securing orders by mail from towns not made by salesmen—

When the back order file in any business is thinning and new business is required, direct mail is the one medium of advertising . . . properly prepared . . . that really can be put to work with greater assurance of results.

You will hear more on this subject in the discussions and clinics at the Chicago Convention.



HOMER J. BUCKLEY, President  
Buckley, Dement & Co., Chicago



# THE KEY TO SUCCESS IN DIRECT MAIL

ELON G. BORTON, *Director of Advertising, LaSalle Extension University*

OUT OF OUR EXPERIENCE of thirty years with direct mail have come two rules which we follow carefully:

*First:* Learn everything you can from both the theory and experience of yourself and others. Study constantly what others are doing and analyze it in connection with your own problem. Books, direct mail magazines, the mail you receive, your printer, paper merchant, letter shop, letter consultants—all have something of value to offer.

*Second:* Test, check, test all the time.

The first rule, of course, is obvious. No matter how experienced you are in direct mail usage, someone else may have a new idea or a different slant which will help.

As you test your direct mail efforts against your results, you will frequently be amazed. The piece which seemed to you almost ideal may prove to be a flop while the letter which seemed to be no good may "pull its head off." There will be times when your test results just do not seem to make sense. But out of continued testing will evolve gradually a pattern which you can follow to larger results.

Of course, you will test the mechanics of your mailings—best time to reach your prospects, the postage form, form letters as against personalized, the length of your letter, letters against circulars, colors, paper, envelope, the frequency and number of your mailings, your enclosures, reply forms, your list and all the other physical details.

More important is the testing of the appeals you use, the tone of your message, and the proposition you have to offer—the heart or personality of your mailing. This counts for far more in your results than all the other elements put together.

We test in two different ways:

If we have time, we send out a mailing to a small group. If the results justify, we then send it to a large list. This might be called pre-testing and applies to

both mailing lists and all kinds of mailing pieces.

When we send out a large mailing, we almost always use a portion of it for tests against the future. For example, in a 100,000 mailing, 80,000 may be of one pre-tested piece. The other 20,000 will contain several tests—maybe of a new letter or piece, maybe of hand addressed envelopes against typed or stenciled addresses, maybe of a colored paper stock and envelope, maybe of a different proposition, maybe of a hand-written signature against a printed signature. The enclosed inquiry card or order blank will be keyed to show the results from each test. Then we have some facts to guide our next mailing.

The need for such testing is very obvious if you stop and analyze what you are really trying to do when you send out a piece of mail. With a few words written on a letterhead or printed on a piece of paper you are trying to influence somebody, whom you have probably never seen, to do something that you want him to do.

You don't know whether he is redheaded or bald, young or old, tolerant or prejudiced. You have little idea when your mailing will reach him or under what circumstances. It may reach him when he is in a good humor and has plenty of time to read and appreciate your masterpiece. Or it may reach him when he has just had a quarrel with his wife or when his breakfast is bothering him.

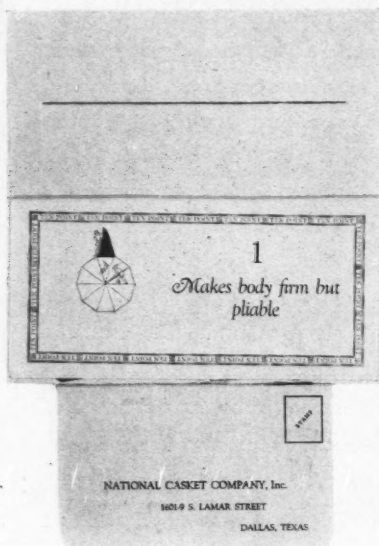
All you can be fairly sure of is that your mailing piece will be just one of a number which he will glance over hurriedly and probably impatiently. You can be sure also that he is engrossed in his own interest and is not concerned with you.

Yet with these few words thrown out into the air, you must somehow get him to do what you want him to do. That's a very real task. How can anyone, no matter how experienced or expert, be sure that his letter or mailing piece will do the trick?

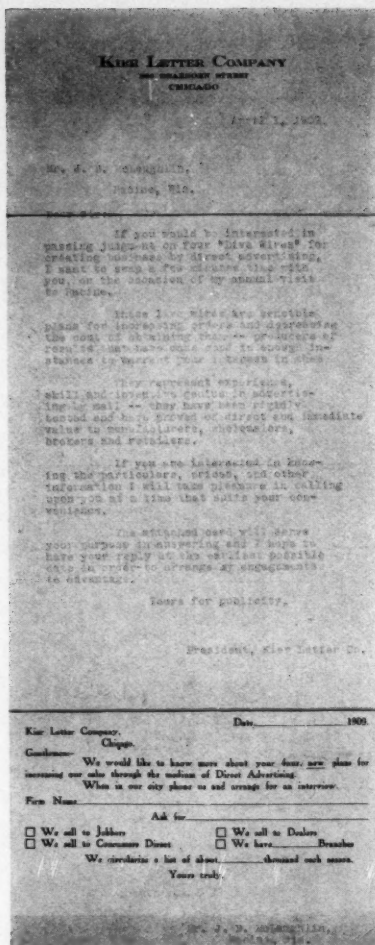
That's why testing is so necessary.

# THE PATENT RACKET

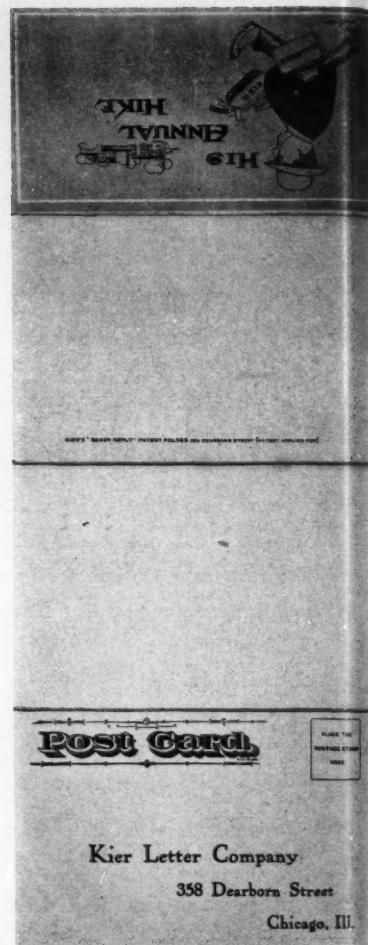
In order to blast for all time the idea that any automatic post card idea is patentable your reporter reproduces on this page two pieces produced in 1925, (a) by National Casket Co. and (b) by Egyptian Lacquer Mfg. Co. Note letter (c) verifying the evidence. And if this isn't sufficiently convincing there is a reply piece (d and e) produced by Bill Kier in 1909.



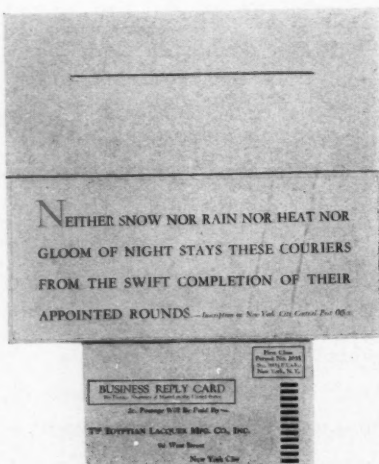
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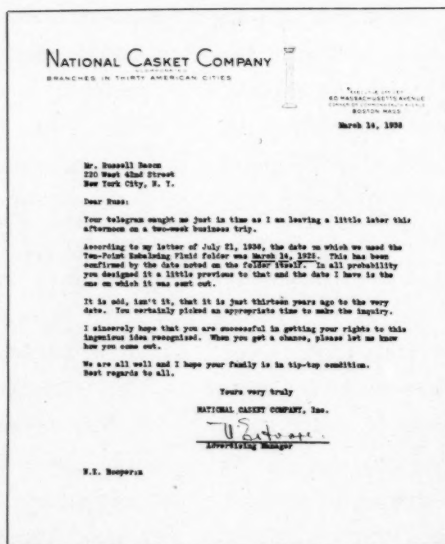
d



e



b



c

Your reporter hopes that printing organizations will wake up and clean up the rackets. In the meantime we urge all readers to report to us threats of patent suits. Don't pay up without getting advice. If the claim is a racket we will put you in touch with other defendants and . . . the evidence.

# A WARNING! — DON'T PAY TRIBUTE!

A REVIEW OF THE PATENT RACKET, BY HENRY HOKE

BECAUSE this September Convention issue will be seen by thousands who did not read preceding numbers—your reporter reviews the effort to eradicate the patent racket; the worst cancer in direct mail.

In May, the Reporter said, in part:

"In the interest of truth, your reporter believes that someone should dam the increasingly obnoxious flood of patent infringement claims. The printing organizations should break up the racket . . . but we are willing to be 'the goat.' Printers all over the country are paying 'license fees' or 'royalties' on so-called patented forms which no more deserve patent protection than the chirp of a canary bird.

"Users of direct mail are constantly being threatened with suit by 'patent owners.' Most of those threatened pay up . . . or stop using . . . to avoid trouble.

"A patent expert explains that it is difficult to secure a patent in an established technical industry where there are many evidences of prior art. It is easy to secure a patent when no prior art has been established. That's the situation. Some years ago . . . when direct mail was growing up . . . a few bright boys started getting patents on direct mail pieces. They claimed originality for a trick fold; a slot here, a die-cut there . . . and the examiners, not finding any prior art, granted patents. It would be just as logical to give some advertising agent a patent on a peculiar type of layout for a page ad in the S.E.P.

"Direct Mail should be freed of shackles. Paper is the base of direct mail. Ink is the only other necessary material supply. All else is . . . in the mind. And there is (and should be) no limit to the creative imagination of the mind which plans a selling message. No creative mind should be hindered by—I wonder if someone has patented that fold—or 'can I put a hole or a card here without violating that Do-nothing patent.'"

In June, the Reporter devoted three pages to describing and illustrating the case of the so-called "Automatic Post Card." It was shown that the "infallible" patent office granted three identical (per se) "patents" to three individuals in three different years. We also pictured three similar mailing pieces used by a D. M. A. A. member between 1920 and 1926, whereas the first "patent" application had been filed in 1931.

Since June, other evidence has piled up. Reproduced here are two pieces produced in 1925—one by National Casket Company—the other by the Egyptian Lacquer Manufacturing Company (see also letter from N. E. Hooper to Russell Bacon verifying the evidence). And in order to blast for all time the

idea that *any automatic post card idea is patentable* your reporter reproduces an automatic reply piece produced in 1909 by the Kier Letter Company of Chicago. Although Bill Kier intended to patent the idea he never pushed it through!

Your Reporter stated in the June issue:

"Your Reporter has no desire to injure anyone but we do resent and will oppose this constant intimidation and tribute collecting which is a detriment to direct mail.

"We believe that those who filed patent applications, honestly believed that they had a new idea. But under patent law, if a patentee learns that he was not the first user of the patented idea, he must immediately file a 'disclaimer' with the patent office. So, I hereby ask all readers to send in their samples and on each sample write the approximate date it was mailed, so that these patents may be exposed and disclaimed for the benefit of all direct mail users."

In July, your Reporter exploded against the "pop-up" or "flop-up" patents. (A mailing piece which when opened pops-up a die-cut, reversely folded eye-catcher.) The D. M. A. A. Library can produce samples of pop-ups produced years before patent applications were filed. In some cases, we have the printer's job ticket.

In commenting on this situation your Reporter said:

"Careful consideration of the facts developed so far leads us to the conclusion that most of the patentees realize the worthlessness of their claims . . . and that they will only threaten for a quick settlement, but will not sue. We are submitting the whole dirty affair to the Post Office Department. We are making the direct charge that these threats and the patents themselves constitute—morally if not legally—a misuse of the United States mails. We further claim that this constant intimidation of direct mail users has a tendency to reduce the use of the mail—and as such should be thoroughly cleaned up by the Postal Inspectors.

"Here is a possible solution. Force every threatening patentee to file suit—or failing in that, have his trade practices declared fraudulent."

If we could only get this case into the courts, there would be a quick end to pop-up patents and constant threats of suits for infringement.

We reproduce two recent examples of the clever use of the "pop-up" idea on the following page; both were produced, we believe, without patent license. Both are good. If either or both companies are



threatened or sued . . . we pledge the D. M. A. A. Library to produce ample evidence to clear the present users from any infringement. The idea is old . . . and useable by anyone.

In August your Reporter revealed that the Harry Latz patents on personalized letters had been declared invalid by the United States Circuit Court of Appeals.

In commenting on the various styles and forms of direct mail, the Court said:

"All sorts of variations of this advertising can be readily imagined and actually created without calling for the exercise of any inventive faculty. Such advertising as is shown in defendant's exhibits A-1 and B-1 illustrates ordinary types of advertising which lack only the insertion of the name of the addressee within the border of a breather to come within the patent. That an advertiser would become an infringer by inserting the name of his customer within that border seems fantastic."

Your Reporter added:

"That decision may set a precedent for other patent suits . . . if there are any more suits. The Judge's closing words concerning 'all sorts of variations' could be applied to almost any patent in the direct mail field. Printing, paper, die cutting, art work, cartoons, individualizing, addressing, layout . . . all are old arts. 'Variations' . . . can be readily imagined."

That is the case so far. But evidence is being accumulated on *all* patents. There are others equally objectionable. It has been reported that one patentee, admitting his claims were groundless, said that this present patent racket drive was merely a publicity stunt for the D. M. A. A.; that it would soon be forgotten; and that he could then resume collecting tribute from printers and advertisers.



The D. M. A. A. has a long memory. This patent situation will be forgotten only when there isn't any reason to remember it . . . when it doesn't exist.

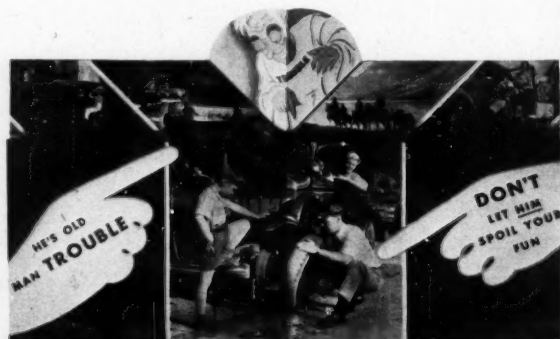
Direct Mail has grown up. Those who use it should not be hamstrung by a lot of silly patents on folds, die cutting, windows and what-nots. If any patentee thinks your reporter has been unfair, illegal or unjustified—we invite you to appear before the delegates to the 21st Annual Convention of the D. M. A. A. in Chicago on September 28th. Most of the old timers will be there, so state your facts truthfully. You will be given courteous attention. The Convention will be asked to endorse or reject the policy of your reporter.

In closing this review of the case so far—we repeat what was said in May to the producers and users of direct mail:

"Your Reporter hopes that the printing organizations will wake up and clean up the rackets. In the meantime, we urge all readers to report to us threats of patent suits. Don't pay up without getting advice. If the claim is a racket—we will put you in touch with other 'defendants' and . . . the evidence.

"Go ahead . . . use your own originality freely. The bright 'new' idea you clutch from a crystal ball of inspiration may be only reincarnated in you from a former crystal gazer equally bright. And if 'patented' it's a 99 to 1 shot that the patentee was a kibitzer.

"Direct Mail has grown . . . technique and results have improved . . . BECAUSE thousands of these broadminded truth-seeking crystal gazers have, during the past twenty years, belonged to the D. M. A. A.; have told their stories on convention platforms; have freely exchanged ideas in letters and bulletins. They . . . like true professional men . . . have asked nothing in return except ideas . . . and a common good."



We reproduce two recent examples of the clever use of the "pop-up" idea. Both were produced, we believe, without patent license. If either or both of the companies are threatened or sued . . . we pledge the D. M. A. A. Library to produce ample evidence to clear the present users from any infringement.



# A GOLD PALM TO ABBOTT LABORATORIES

H. J. HIGDON, Advertising Manager, Phoenix Metal Cap Co.

NOT SO LONG AGO the magazines found in a doctor's reception room were the source of considerable friendly banter on the part of his regular patients. And this was a standard, oft-used theme with humorous weeklies. That is not true today. You are just as likely to find the current issues of the most popular periodicals in a doctor's office as you are to find the latest medical equipment. That last fact is assured.

*What's New*, house publication of Abbott Laboratories, rightly belongs in the inner-inner sanctum of the practicing physician along with the ponderous volumes and technical journals which he turns to for advice and counsel in an emergency. But it could easily compete in appearance and interest with any of the modern art publications which grace his reception room table.

Thus, I take to myself a more than usual degree of satisfaction in awarding the D.M.A.A. Gold Palm (heartily sanctioned by Henry Hoke) to Abbott Laboratories, Charles S. Downs, Bert Ray, Runkle-Thompson-Kovats, Collins, Miller & Hutchings, and numerous others who have contributed so ably to the general excellence of *What's New*. I believe that it will be a popular award. Not once in the several years *What's New* has been published have I found a dissenting voice.

Since the very inception of *What's New*, Abbott Laboratories has consistently used the services of the best artists and designers. This has assured a publication of as good or better appearance than the general magazines. And certainly one far removed from the usual unattractive journals of the medical profession. But more important, perhaps, to the doctor is the practice of Abbott to compress into a few

pages of large, easily-read type that which normally requires book length articles.

However, it is difficult to hold any one feature of *What's New* up to the light and say that this, above everything else, is responsible for its success. No detail, seemingly insignificant or time-consuming, is slighted if it is thought that it will provide a more attractive, more interesting, more informative, more accurate publication for the practicing physician.

The covers by such outstanding artists as Weimer Purcell, William P. Welsh, Martin Johnson, Dale Nichols, Stanley Ekman, Luis Hidalgo, Gregory Orloff and Pierre Brissaud provide a variety of techniques that few if any national magazines have ever equalled.

The editorial style is technical in nature. All of its value depends upon its news and scientific treatment. Still Abbott does not present its subject matter in a dry-as-dust manner. Invariably it follows an infor-

mal and sometimes even a breezy style.

While all material is primarily about the products of Abbott Laboratories, the actual advertising pages are held to a minimum.

One may well ask, "Does all this pay?" The best answer is to be found in the fact that Abbott is not only a scientific organization, but a business organization as well—a point ably demonstrated by its earnings reports over a period of years. *What's New*, like another publishing venture, started as a quarterly publication. But immediately after its first issue it began appearing regularly every month on the desks of practicing physicians . . . demanding their attention, and if results are any indication . . . getting it!



D.M.A.A. GOLD PALM AWARD  
Actual Reproduction

## ERADICATION . . . EDUCATION . . . ELEVATION

WE MUST purge and purify. We must emit and vomit out the nauseous masses that have been swallowed in our swift growth. The public is awake and still looks too much with suspicion on anything offered through the mails. We must clean up our department as the better papers and magazines have cleaned up their columns. The business world is disgusted at seeing a Walt Cunningham flaunt his fakery, bearing endorsements of a direct advertising house. The public is tired of seeing direct advertising men selling their brains to shameless swindles perpetrated by cancer and consumptive quacks. The people look askance at many mail offerings because of the deceivers who dupe poor folk on the strength of their "How to Become Wealthy in the Mail Order Business." There is too much crookedness that is outside the scope of the Post Office Department. There are too many specious shysters amongst us, who while they may be within the law are yet foul with filth in the morality of their business methods and we must remove this reek ourselves! Unless we cleanse our stables of this putridity now, we'll find it more than an Herculean task later.

Eradication—education—elevation. The eradication of frauds and fakes, the education of the public and ourselves, the elevation of standards in product and producers.

Louis Victor Eytinge.

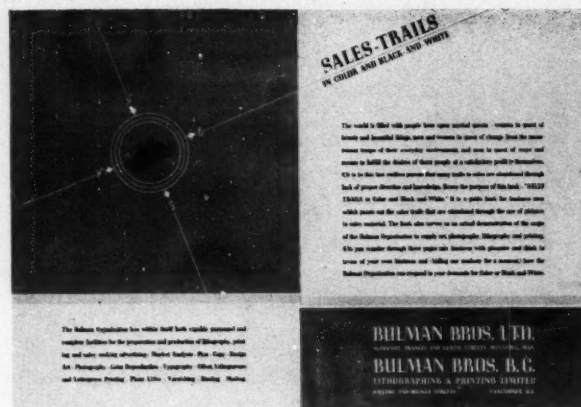
Your Reporter takes pleasure in reproducing the above words which were written in 1915 by Louis Victor Eytinge from Arizona to a meeting of a Direct Mail group. As a result of that meeting and partly as a result of that letter the Direct Mail Advertising Association was formed with Homer Buckley as the first president. Postage magazine was started and Louis Victor Eytinge became the first editor.

When it was arranged to again bring back the name of "Postage" to the D. M. A. A. for its 21st anniversary, your present editor wrote to the first editor for a few words. The first editor, who was just catching an airplane for an important selling trip, dug out the paragraph or two that has been reprinted and sent it along, saying, "The first editor of Postage will Okeh anything that you want to write under my name."

A lot of water has passed over the dam since 1915. Some of the principles have failed, some have succeeded. But all in all, it's been a fairly good job. I think that all of us that are active today should be thankful to those who started the ball rolling.

The first editor of Postage will attend the 21st annual convention.

## A GOLD PALM TO BULMAN BROS.



IT IS ALWAYS A PLEASURE to find a printer who takes his own medicine. Your reporter awards with delight a Gold Palm to Bulman Brothers, Ltd., McDermot, Frances and Gertie Sts., Winnipeg, Man., Canada, for their beautiful 9 x 12, 44 page and cover booklet.

The booklet is filled with beautiful reproductions in color and black and white. We like the copy which explains it, as follows:

### SALES-TRAILS in Color and Black-and-White

The world is filled with people bent upon myriad quests . . . women in quest of beauty and beautiful things, men and women in quest of change from the monotonous tempo of their everyday environment, and men in quest of ways and means to fulfill the desires of these people at a satisfactory profit to themselves.

It is in this last endless pursuit that many trails to sales are abandoned through lack of proper direction and knowledge. Hence the purpose of this book—"SALES TRAILS in Color and Black-and-White." It is a guide book for business men which points out the sales trails that are stimulated through the use of pictures in sales material. The book also serves as an actual demonstration of the scope of the Bulman Organization to supply art, photography, lithography and printing.

As you wander through these pages mix business with pleasure and think in terms of your own business and (hiding our modesty for a moment) how the Bulman Organization can respond to your demands for Color or Black-and-White.

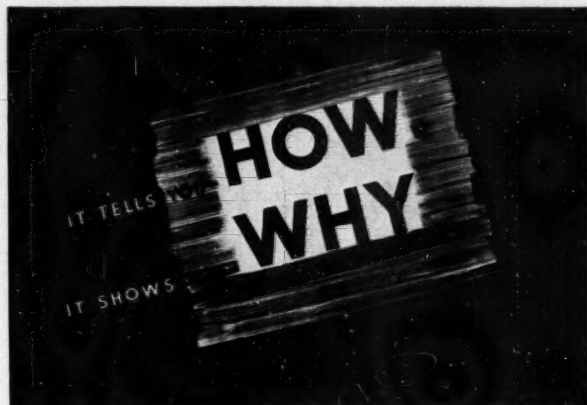
## A D V E R T I S I N G F A C T S

CONGRATULATIONS to the Bureau of Advertising of the American Newspaper Publishers Association for the series of four page folders being sent to business executives to give case histories on the successful use of newspaper advertising.

Your reporter likes the way the campaign is being handled. Typical cases in which newspapers were the best form of advertising, are being illustrated. A recent issue (Vol. 1, Number 5) tells about the institutional advertising of the Aluminum Company of America and how, after four advertisements had been published at intervals of one month, a survey was made to determine if people were reading the advertisements. 64% responded "Yes"—36% responded "No." Said Mr. Carr, Advertising Manager of the Aluminum Company of America:

"The results of the newspaper survey are not only a recognition of the fact that there is a present day reader interest in newspaper advertising, but are also somewhat of a tribute to the manner in which we are presenting our story."

# TELLS YOU HOW—SHOWS YOU WHY



OUR TITLE is the catch line on a self-mailing folder issued by the J. M. Ney Company, Hartford, Connecticut. Opened up, it's a beautiful four page two-color job—expertly designed. It was produced in Chicago and your reporter is glad to reproduce the first page and the letter from Allan D. Parsons, Chicago, telling us about it:

I am enclosing a specimen copy of a recent broadside which we prepared for the J. M. Ney Company.

2650 copies of this folder were printed and mailed to dental laboratories. As you will note, the folder had a return reply card affixed—which was intended, of course, to secure direct requests for a booklet.

This morning I got word from the Ney Company that they had received the 1000th reply card—which is a percentage return of 37.7. If you deduct the copies of the folders which were returned by the post office as "moved—left no address" (there were 125 of them) you will find that the return was 39.6% net.

It is great to know that Hig has been selected as Guest Editor of *The Reporter*. He'll bring a lot of fire from the Flame that none of us will like to see extinguished. It will be an issue that can't be forgotten.

I am enclosing also my check for five dollars for an advance registration for the meeting.

## GOOD IDEA FOR PHOTOGRAPHY

PAUL E. KNEPPER of The Standard Press, Washington, D. C., sends your reporter the following report:

"The enclosed folder was used by Brooks Studio, of Washington, D. C. In the small coin envelope the photographer inserts three small pictures of his most attractive and recent portraits of small children.

"These miniature photos are changed from time to time according to the photographer's wish and judgment.

"The photographer's 'Mrs. Carter,' mailed 12 of these folders to parents of 2½ to 3 months old children. A few days later she followed them up with a personal call. They all recalled the folder, were pleased with the pictures, and out of the 12 calls, sold 4 orders."

Folder is mailed in ripple finish matched envelope size 4½" x 6". Enclosure is a French-fold and bears on the cover:

"Sincere Congratulations and Best Wishes upon the arrival of your Daughter."

The envelope containing specimen pictures is cleverly attached to the second inside page by inserting the flap of the envelope through a die cut slot.

It will be on file in the D. M. A. A. Library.

## FINE SHOWMANSHIP

CONGRATULATIONS to Eliot Wight of the United States Envelope Company, 21 Cypress St., Springfield, Mass., on his new and colorful booklet entitled "Color Printing of Transparent Cellulose Bags and Envelopes." To those interested in such a subject or to those interested in a super-excellent example of sampling, your reporter suggests that you obtain a copy. No use trying to describe it in plain type.

## LIST CHECKING

READERS of *The Reporter* may be interested in the method employed by R. K. O. to keep their mailing list up to date and at the same time to check the relation of those who receive their direct mail.

The sheet illustrated herewith and attached return card was sent (according to our R. K. O. correspondent) "to all people whose names appeared on our public relations contacts list, as a means of not only checking up on proper addresses, but also to eliminate from our list the names of all people who were not really active in publicizing our pictures. Of course, it must be realized that none of these people are under obligation to us in any way whatsoever, and so we think it is a very commendable record that over 50% of the people that received these communications returned the cards to us after checking the first statement on the card. We now have about 8,000 who have sent in their cards promising to see the picturer we write them about and to recommend to others those that they deem worthy. In addition to this list, we use many other lists for various pictures. However, this group of active workers constitutes the background of our public relations activity. These are the key people representing women's clubs, Better Films Councils, school systems, Y.M.C.A.s and kindred organizations, churches, etc."

### Dear Friend:

We are now making the annual check of our mailing list... to make sure we are spelling your name correctly... and sending our letters to the proper address. Would you mind proof-reading the material reproduced on card below, and letting us know if you would like it changed in any way? Also, kindly fill in, for our records, information requested if it does not appear in the record. Please check if you want to continue receiving our letters and mail card back to us at your very earliest convenience.

Mrs. Mary Allen, Clerk, Montgomery City, Fed. of Women's Clubs, Ardmore & Belmont Streets, Ardmore, Pa.		Please return to me name and address, and let me know if you wish to continue receiving our letters.
<input type="checkbox"/> Continue mailing letters regarding our R.K.O. Radio Pictures to me. I shall not send pictures and material to others, those which I have already of request.		
<input type="checkbox"/> Discontinue mailing letters to me.		
My Signature A. Allen	If you wish to send this card to the office, please send it to me.	If you wish to send this card to the office, please send it to me.
We shall be glad to hear from you again.		

If, within reasonable time, this card is not returned to us, we shall consider this a lack of interest on your part and shall accordingly be obliged to eliminate your name from our list.

Thanks... in advance... for your cooperation

R. K. O. RADIO PICTURES, INC.  
 210 BROADWAY, NEW YORK CITY  
 NEW YORK, N. Y.



## FOR BETTER LAYOUT

YOUR REPORTER was privileged to see the dummy of a new and startlingly different book which is now on the press and which will be shown for the first time at the D. M. A. A. Convention in Chicago. It is a book which will weigh approximately eight pounds. It will be about two inches thick and measures 11" x 17". It is to be called "The Encyclopedia of Ideas." Your reporter has seen all of the pages and unqualifiedly states that it will be the finest book on layout of Direct Mail ever dreamed of or produced. Barney Snyder of the American Typesetting Corporation, 547 South Clark Street, Chicago, is the guiding genius behind this idea. For some years Barney Snyder's company has been furnishing a monthly service to selected printers. This monthly service showed how to design letterheads—how to lay out folders—how to get the best results from various types and colors—how to tie in the design and the type with the subject matter and the illustrations. All of this work that has been done in the past has been revised and modernized and is now being published within the covers of this eight pound book. It is a treat for the eyes and for the imagination. It will be sold for \$15.00 . . . which we think is too little. The book contains more than 1500 full size examples of layouts for specific jobs, and that means that the cost of these ideas is approximately a penny each. Your reporter wishes Barney Snyder lots of luck.

## ADVERTISEMENT CHECK LIST

CONGRATULATIONS to the National Industrial Advertisers Association for the Check List recently issued to N. I. D. A. members. Sorry we cannot reproduce it but we think it should be seen by everyone whose job it is to build advertisements. The four page form was prepared by a committee headed by George T. Metcalf and included Ross M. Cunningham, assistant professor of marketing of Massachusetts Institute of Technology; C. H. Rickard, Larchar-Horton Company; and Irving A. Hunt, Federal Products Corporation.

Your reporter understands that additional copies may be obtained from the National Industrial Advertisers Association, 100 E. Ohio St., Chicago, Ill. Single copies 25 cents; 100 copies \$2.00. Cash with order.

## PROVING POINTS

We have enjoyed the first issues of the magazine and congratulate you on the constructive contents. We have used it several times to prove a point to some of our clients.

J. B. Smith, Sales Dept.,  
Southam Press Toronto, Limited,  
Toronto, 2, Canada.

## CASE HISTORY OF A POSTCARD



**Some Folks  
Never Heard  
of  
Sawbill Lodge...**

**... But Those  
Who Know It  
Never Forget**

Sawbill Lodge? . . . It's in the deep wilderness of the Superior National Forest, it is a hundred and ten miles northeast of Duluth . . . you'll find it at the far end of a mountain-wooded trail that starts north from Lake Superior at TOFTE, a trail that narrows and gets narrower and then peters out against the pines . . . at SAWBILL LODGE . . . the place where we live.

Folks come here to fish in lakes which seldom have been fished by anyone save Indians; they come to get rid of frayed, lined, rugged nerves, nerves out at the elbow; for canoe trips into deep almost unknown forest . . . and they come back again.

If you'd like another perfect vacation this year, a vacation you'd NEVER forget, a vacation you'd talk and tell about . . . we suggest that you start to plan NOW for this spring or summer. Write and we will send you the Sawbill booklet.

"The forest around here . . . is so quiet and so wild! It seems as if far from noise and all that it was almost trackless. We had a wonderful time. The people we just saw (the Indians) were just as friendly and pleasant, thanks to all of you." — John Wood, Collier's Magazine, Chicago.

How to get to SAWBILL LODGE: Go to Duluth, Take U. S. Highway 61, northwest along the shore of Lake Superior, 20 miles to TOFTE, Turn north on the SAWBILL TRAIL, 20 miles, to SAWBILL LODGE.

ED. E. ARBOGUST  
**SAWBILL  
Lodge**  
TOFTE, MINNESOTA



**Fishing  
at  
Sawbill  
Makes Men  
INARTICULATE!**

We've seen men come in at night with snooty, smug and enigmatic looks. They'd never say a word, just stand around and smile (and smile) until we'd understand and give them "fancy things" to lose a flow of language that never failed to astute us and then . . . and WHAT a tale they'd tell!

It seems that SAWBILL fish are savage! Just love a fight . . . they're square shouldered, lean bodied, callowest and fighters that haven't any manners and dislike yours; they'll steal your bait and snarl your line and thump their nose and leave YOU in at the lake, too. Come to SAWBILL and fish. Plan for a glorious vacation. Oil the fish's tackle, slum old warm clothes into Gladstones, pack the car with FOLKS . . . and head NORTH. We'll be looking for you at SAWBILL. Have you our booklet?

"This is one year when we came home with fish . . . just what we needed. We caught all sorts, including about 25 beautiful Walleyes, 20 and 25 inch long. We're ready to tell anyone that fishes at Sawbill is going to have a great time." — John Wood, Collier's Magazine, Chicago.

How to get to SAWBILL LODGE: Go to Duluth, Take U. S. Highway 61, northwest along the shore of Lake Superior, 20 miles to TOFTE, Turn north on the SAWBILL TRAIL, 20 miles, to SAWBILL LODGE.

ED. E. ARBOGUST  
**SAWBILL  
Lodge**  
TOFTE, MINNESOTA

YOUR REPORTER is often asked to give examples of simple Direct Mail. Criticism has been made that we talk too much about elaborate pieces. All right. Here is a case that gets 100% for simplicity, and a Gold Palm for effectiveness.

We reproduce two out of a series of sixteen postcards printed in one color on regular Government penny postcard stock. They were produced for Saw Bill Lodge in Tofte, Minnesota. The series was planned and written by Oren Arbogust, advertising agent of Chicago.

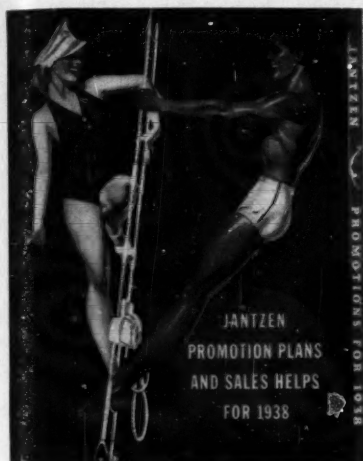
We give you below the itemized and authenticated statement as to how the cards were handled and what the results were:

- 1) Number on mailing list . . . . . 1200
- 2) Total inquiries directly traceable to cards series . . . . . 844
- 3) Former guests on mailing list . . . . . 358
- 4) Former guests who replied . . . . . 282
- 5) Inquiries from new names on mailing list . . . . . 257
- 6) Inquiries from persons who were not on mailing list, but who wrote because of the postals . . . . . 305
- 7) Replies from people on list who sent regrets but promised to come next year . . . . . 36
- 8) How many made definite reservation at first writing? . . . . . 7
- 9) The 1938 vacation and tourist business in Minnesota up to August 10, showed a 40% drop from normal. Saw Bill Lodge shows more than a 30% increase in business for 1938.
- 10) Requests from business houses, hotels and advertising agencies asking for copies of the complete set of cards for their files . . . . . 18
- 11) Inquiries due to other causes not traceable to the cards . . . . . 314
- 12) Remarks: The cards were sent out to the entire list of prospects once every ten days, without fail, from March until August. The mailing list was composed of old guests, newspaper publishers, advertising agency heads and names selected from Chicago's finest men's clubs. We reasoned that these men might show the cards to their business associates and friends, if they did not use them. Judging from the results of the series we were right.

If anyone has a simpler or more effective simple campaign, your reporter would like to have the details.



# PETTY AND PRETTY PICTURES



ONE OF THE JOYS of editing the Reporter is the opportunity of going through stacks of Direct Mail each month, weeding out ideas and seeing the pretty pictures. Jantzen Knitting Mills this year are using Petty pictures (as illustrated). And, incidentally, the folder illustrated is an 8½x11 file-style tab die cut booklet, illustrating all the dealer helps in the way of cuts and illustrations for Jantzen merchants. It's good all the way through.

Another joy and delight is the current campaign of American Bemberg. Your reporter is sorry that he awarded a Gold Palm to Theodore Wood some months ago for "The Girl in the Yarn" because later pieces are even more deserving. Notable is a series of beautiful photographic folders,—each folder emphasizing a different scene and following a theme such as: "There Is Only One New York," "There Is Only One Fifth Avenue," "There Is Only One Boulder Dam," "There Is Only One Manhattan," etc. The tie-up, of course, being "There Is Only One Bemberg." The novel part of the campaign is that each



## CLEVER IDEA FOR HOTELS . . . AND OTHERS

YOUR REPORTER likes an idea used by the Stevens Hotel . . . and even though we may spoil the effect on D. M. A. A. delegates, we must report it. After each guest registers, one of the young ladies employed by the hotel addresses in feminine handwriting a small 3½" x 2¾" envelope. This envelope is placed in the guest's box. Inside the envelope is a small folder entitled "Things to do during your stay at the Stevens Hotel. From J. A. Jones, Resident Manager." Inside this folder is a set of twelve small sheets of paper measuring 2½" x 3½". Each sheet is of a different colored stock. Each has an attractive line drawing and each sheet describes something to see, or some activity. Such as the Buckingham Fountain; Sightseeing Trips; the Coffee Shop; the Tap Room and Continental Room; the Art Institute; Swimming and Bathing Beach; Sun Deck; Boat Rides, Golf and Tennis, etc. Very well done and makes a good impression.

## A PERPETUAL PAPER FILE

YOUR REPORTER congratulates the Beckett Paper Company for bringing out something new in paper merchandising. According to Carl Greer, this new device will solve for the first time in the history of the paper industry, the problem of having always available in compact and orderly form, a complete assortment of papers for dummy and sample purposes. It is protected by two pending patent applications and the registration of the trademark. A compact, attractive cabinet measuring 19½" high, 14-5/16" wide and 10½" deep; weighing, when filled, 41 pounds, 11 ounces, contains 179 varied items of types of paper used in the creation of Direct Mail. Each item is 12" x 18" in size before folding and carries an identifying number. Postcards are supplied so that replacements can be ordered. It sounds like a valuable addition to any planning office.

## MIMEOGRAPHING IDEAS

YOUR REPORTER is not in the habit of boosting direct mail suppliers' portfolios, but we think that the Mimeo Kit recently issued by the Badger Paper Mills, Inc., Peshtigo, Wisconsin, is unusual enough to merit applause. It was sent to us by the producers, Burgess-Beckwith, Inc., Minneapolis. We recognize in it adaptations of some of the pieces that have appeared in D. M. A. A. packets. This Mimeo Kit is chock full of miscellaneous examples of what can and has been done with unusual treatment of design, layout and fold by the mimeograph process. The pieces cover practically all of the forty-nine uses of Direct Mail. It's a fine job.

### LEO WOLF DID IT!

MANY INQUIRIES have been received by the D. M. A. A. headquarters to ascertain the name of the designer responsible for the 21st Annual Convention letterhead and the program folder.

The artist for this beautiful new technique in air brush work is Leo Wolf, 75 E. Wacker Drive, Chicago, Ill.

Incidentally, your reporter believes that Chicago may soon become (if it is not now) the advertising art center of the world.

The so-called "27 Group" of artists each year produces a style book illustrating the work of each member. It is a beautiful diversified and all embracing collection. It may startle advertisers in other cities to see the type of work that can be obtained in Chicago.

Your reporter for the next few months when visiting other cities will wear dark glasses.

### DIRECT MAIL VOLUME

HOMER BUCKLEY has just released his annual estimate of Direct Mail expenditures. There are some two hundred million dollars more than the figures released by Leonard Raymond. Homer Buckley estimates for the year 1937 a grand total of \$492,719,603.79. That is for Direct Mail only.

If you add the Reporter's estimate for direct advertising (not mail) of \$236,000,000, you will have a total of approximately \$729,000,000 for Direct Mail and Direct Advertising combined.

Your reporter suggests that all the experts get together at Chicago and work out a formula that will be acceptable to everyone. But what's a few hundred million dollars between friends . . . these days!

### FLASH FOR LETTER WRITERS

THE FOLLOWING TELEGRAM just received from Robert K. Orr, Wolverine Insurance Co., chairman of the Letter Departmental at the Chicago Convention:

"If you think it a good idea you may notify all who are interested in letter and copy improvement to bring their letters and copy for criticism on afternoon September 28. If more than we can handle that afternoon will personally take care of excess after meeting."

### OVERWHELMED!

I was almost overwhelmed by the text of your "Good Yarn" story. Many thanks for your kind words. I suppose all parents are pleased when the child of their brain gets a high mark in school.

Theodore Wood, Director of Advertising,  
American Bemberg Corp., 261 Fifth Ave.  
New York, N. Y.

mailing piece has a special envelope designed for it and the picture and the description is reproduced by off-set in smaller size on the envelope.

The crowning achievement is a book of fifty-eight pages covered in heavily laminated silver foil, titled "A 'Bemberg' Portfolio of Underwear." And rather than photographs, Theodore Wood has had the courage to completely fill the book with "pencil sketches from life by Harry Timmins." There are only seven pages of type,—and four of those pages are devoted to an index to the illustrations showing the name of the manufacturers. It is a super-excellent job and deserves many Gold Palms.

Incidentally, American Bemberg are spending \$175,000 this year for advertising as a result of which, it is estimated that retailers will spend this year in the neighborhood of three-quarters of a million dollars boosting the Bemberg trademark. That's not a bad proportion!

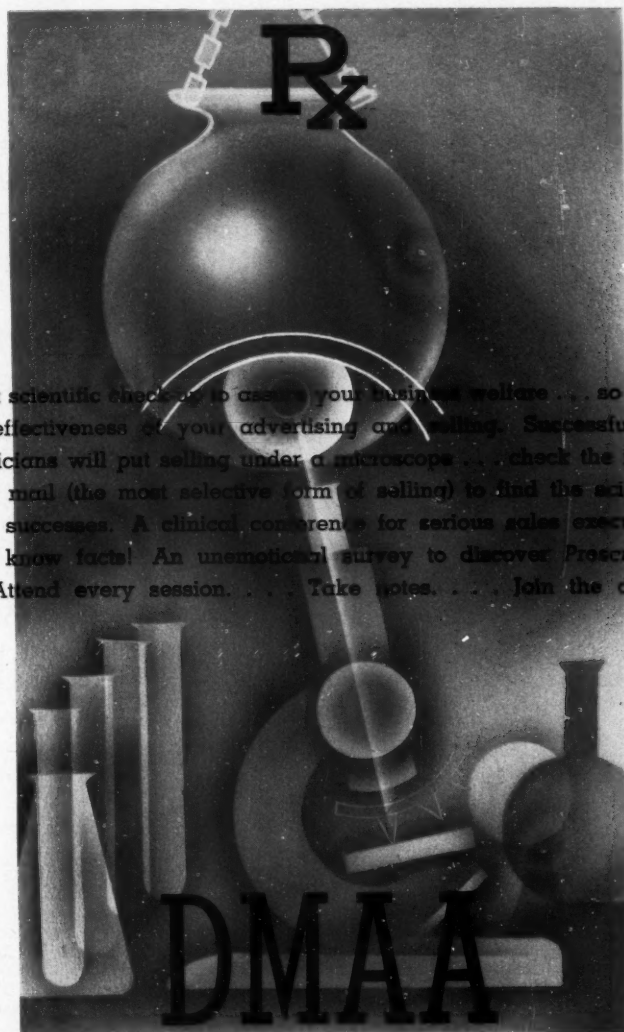
## AN ESPECIALLY GOOD CUTOUT

THE ADVERTISING DEPARTMENT of Cosmopolitan magazine is at it again. To put across the idea that Cosmopolitan publishes fine fiction and that such fiction is a good tie-up for advertising,—Cosmopolitan recently issued a hard-to-describe circular. When opened up the first layer is die cut to represent a shelf containing twenty-seven books. Behind the cut-out line of books appears the top of a Cosmopolitan cover. And appearing behind the cut-out is the punch heading "Stories Into Best Selling Books."

Few advertisers realize the tremendous possibilities of die cutting. In fact, many printers are afraid to recommend it to their customers because the price *might* be too high. Modern methods, however, have reduced prices to a reasonable amount,—and the process now involves little more than one extra run on the press. Die cut pieces should not be considered as "trick" pieces, because often a story can be told better with a die cut treatment than it can be told in plain type or pictures.



# *A Prescription for Profits*



Here is a scientific check-up to *case* your business wellfare . . . so dependent on the effectiveness of your advertising and selling. Successful business diagnosticians will put selling under a microscope . . . check the ingredients of direct mail (the most selective form of selling) to find the scientific reasons for successes. A clinical conference for serious sales executives who want to know facts! An unemotional survey to discover *Prescriptions for Profit*. Attend every session. . . . Take notes. . . . Join the discussions.

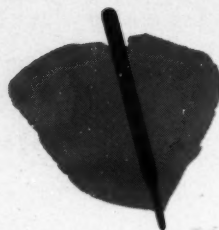
OFFICIAL PROGRAM FOR 21st ANNUAL CONVENTION  
DIRECT MAIL ADVERTISING ASSOCIATION, INC.

SEPTEMBER 28, 29, 30, 1938

STEVENS HOTEL, CHICAGO



*Wednesday*  
SEPTEMBER 28



## Subject: DIAGNOSIS

Successful results from direct advertising depend primarily upon a careful examination of the elements involved . . . and a diagnosis of the steps necessary in each individual case.

### FIRST CLINICAL CONFERENCE

9:45 A. M. until 12:00 Noon . . . Grand Ballroom, 3rd Floor, Stevens Hotel

#### Direct Mail Comes of Age:

Keynote address by Frederick B. Heitkamp, Vice-President of American Type Founders, President of the D.M.A.A.

#### Introduction to Program:

Lloyd Herrold, Professor of Advertising, Northwestern University, and Program Chairman of the 21st Annual D.M.A.A.

#### Testing for Advertising Reactions:

Norman Taylor, National Selling Service, Chicago, Directing.

#### Case Histories! . . . What Correct Diagnoses Revealed:

Lewis C. Brownson, Extension Division, University of Minnesota, Minneapolis.

#### Diagnosis for a Complex Organization:

L. L. Shoemaker, Head of Merchant Service Department, National Cash Register Company, Dayton, Ohio.

#### Diagnosis for a "One Man" Advertising Department:

Douglas Wakefield Coutlee, Director of Advertising, Merck & Co., Inc., Rahway, N. J.

### LUNCHEON MEETING

12:30 to 2:00 P. M. . . . Grand Ballroom

Mass meeting of all delegates and the members of the Chicago Federated Advertising Clubs.

Homer J. Buckley, Chairman.

Speaker: Bernard Lichtenberg, President of the Institute of Public Relations, N. Y. C.

### CONSULTATION AND STUDY GROUPS

2:30 P. M. until 5:00 P. M.

#### GROUP DIVISIONS

1. Selecting Paper to Increase Advertising Results: Cy Norton, Manager of Sales Promotion, Strathmore Paper Company, West Springfield, Mass., Chairman, assisted by Artists, Direct Mail Agency Counselors, Engravers, Printers and Advertisers.
2. Envelope Forum: Chairman, Roland R. Bliss, Executive Secretary, Envelope Manufacturers Association of America, New York. Topics: Dress Uniforms, Choosing the Material, Copy on the Envelope, Color, Return Envelopes.
3. Production and Process Discussion: Joseph Gries, Manz Corporation, Chicago, assisted by five well known experts on printing processes.
4. Letter and Copy Improvement: Robert K. Orr, President, Wolverine Insurance Company will preside over a clinic for the criticism and correction of copy.
5. Postal, Mailing and Legal Problems: Thomas Quinn Beesley, National Council of Business Mail Users, Chairman, assisted by Edward Mayer, New York; Percy G. Cherry, Toronto, Canada; David Martin, United States Postal Service (Retired) and a nationally-known attorney.
6. House Magazines Editors' Forum: H. J. Higdon, Phoenix Metal Cap Company, Chicago, Chairman, assisted by the world's best-known magazine editors.

### ANNUAL BUSINESS MEETING

For Members of the D.M.A.A. only. 6 P. M.

**EXHIBITS** D.M.A.A. Exhibits annually attract thousands of business executives because they are sources of inspiration and of facts. This year, in addition to the Fifty Direct Mail Leaders—there will be a foreign display; a classified collection of the best Chicago-produced direct mail—AND—a presentation of the pieces awarded a *Gold Palm* by the Reporter. The valuable and instructive exhibits arranged by manufacturers and producers will be an important feature. The exhibit will be open from 9 A. M. until 10 P. M. on all three days of the Convention.

**Thursday**  
**SEPTEMBER 29**



## **Subject: FORMULA**

Successful practitioners of direct advertising must know the correct formulas for each of the many and varied forms and uses of the medium.

### **SECOND CLINICAL CONFERENCE**

9:30 A. M. until 12:00 Noon . . . Grand Ballroom, 3rd Floor, Stevens Hotel  
Frederick B. Heitkamp, American Type Founders, Elizabeth, N. J., Presiding Chairman.  
President of the Direct Mail Advertising Association.

*A Formula for Helping Salesmen:*

Edward Alexander, Advertising Manager, Standard Register Company, Dayton, Ohio.

*A Formula for Keeping Customers:*

H. J. Higdon, Advertising Manager, Phoenix Metal Cap Company, Chicago, Illinois.

*A Formula for Getting Customers:*

Adelaide H. Berry, Croft, Inc., Springfield, Mass.

*A Formula for Selective Approach:*

C. K. Dwinell, Manager, French Lick Springs Hotel, French Lick, Indiana.

*A Quick Reacting Formula for Direct Selling:*

Frank Egner, Assistant to Vice-President, McGraw-Hill Book Company, Inc., New York City.

### **CONSULTATION AND STUDY GROUPS**

2:30 P. M. to 5:00 P. M.

#### **GROUP DIVISIONS**

1. **INDUSTRIAL:** K. E. Kellenberger, Union Switch and Signal Company, Swissvale, Pa., Chairman, with assistants will review and discuss the highlights of the convention of the National Industrial Advertisers Association.
2. **RETAIL:** Sidney J. Natkin, Sales Promotion Manager of Mandel Brothers, Chicago, Chairman, assisted by other retail advertising experts.
3. **SOCIAL SERVICE:** Edith D. Lashman, Jewish Children's Home, New Orleans, Chairman, with national authorities in social service work assisting.
4. **INSURANCE:** Jerome A. Young, Monarch Life Insurance Company of Springfield, Ohio, Chairman, assisted by five consultants.
5. **DIRECT SELLING:** John H. Sweet, Vice-President, Poor's Publishing Company, New York, assisted by Anthony Gould, United States News, Washington; George Dugdale, Delane-Brown, Baltimore; Maxwell Droke, Indianapolis, and many other successful mail order experts.

### **ANNUAL BANQUET**

Speakerless . . . Entertainment . . . Dancing . . . 7 P. M. . . . Grand Ballroom

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**ENTERTAINMENT** D.M.A.A. Convention Committees never over-emphasize entertainment features. There are so many sessions, so much serious work to do, so many kindred minded people to meet, so many exhibits to see . . . that little time is left for fun. But . . . there will be the yearly banquet on Thursday night at seven. A speakerless, entertaining get-together! For the rest of the fun . . . well . . . Chicago is CHICAGO. The Women's Advertising Club of Chicago is arranging a "keep busy" schedule for the wives of the delegates.

*Friday*  
SEPTEMBER 30



## Subject: APPLICATION

Successful results are made certain by strict application of formulas required. Possibility of error is lessened by study of case histories of those who have made successful applications.

### THIRD CLINICAL CONFERENCE

9:30 A. M. to 12:00 Noon . . . Grand Ballroom, 3rd Floor, Stevens Hotel

Chairman: Percy Cherry, Might Directories, Limited, Toronto, Ontario, Canada.

#### *A Glorified Application for the Simplest Form of Direct Mail:*

Nancy Burke, The Seaside and the Senator Hotels, Atlantic City, N. J.

#### *Applying the Right Formulas to Dealer Helps:*

M. M. Lebensburger, Advertising Manager, B. Kuppenheimer & Company, Chicago, Ill.

#### *An Institutional Application:*

Robert A. Schmid, Sales Promotion Manager, Mutual Broadcasting System, Inc., New York.

#### *Direct Mail Can Be Specific:*

Julian P. Brodie, President, Green-Brodie, Inc., New York.

#### *A Review of the Applications of Known Formulas for Success:*

Dr. George W. Crane, Lecturer in Psychology, Northwestern University, Chicago.

### CONSULTATION GROUP

2:30 P. M. to 5:00 P. M. . . . Grand Ballroom

George D. Crain, Jr., Chairman, Board of Judges, presiding.

Instead of dividing into groups, all delegates will meet in a mass consultation clinic. The Fifty Direct Mail Leaders will be the host consultants. Questions will be answered by the leaders. Here is an opportunity seldom offered to any sales executive . . . to question such a large number of successful practitioners of direct mail. These are the Successes of 1938. A study of their technique will furnish you with a prescription for profit that will pave the way for your sales of tomorrow.

### FIFTY DIRECT MAIL LEADERS OF 1938

Abbott Laboratories  
American Bemberg Corporation  
Austenal Laboratories  
The Austin Western Road Machinery Co.  
Bakelite Corporation  
Bausch & Lomb  
Canadian Industries, Ltd.  
Caterpillar Tractor Company  
The Central Manufacturers Mutual Ins. Co.  
Consolidated Edison Co.  
Croft, Inc.  
The Dayton Rubber Mfg. Co.  
Davenport Hosiery Mills, Inc.  
Duplex Envelope Co.  
E. I. DuPont de Nemours & Co. Inc.  
The Eagle-Picher Sales Co.  
Thomas A. Edison, Inc.

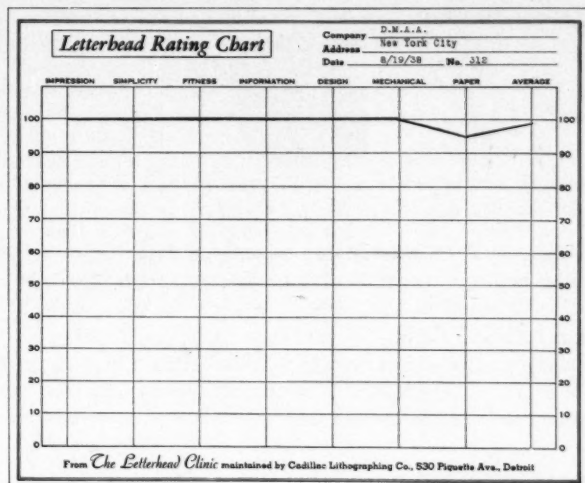
Flintkote Co.  
French Lick Springs Hotel  
General Electric Co.  
Goodall Company  
The Goodyear Tire & Rubber Co.  
of Canada, Ltd.  
The M. A. Hanna Co.  
Hart, Schaffner & Marx  
Industrial Rayon Corp.  
Iron Fireman Mfg. Co.  
Kingan & Co., Pork & Beef Packers  
B. Kuppenheimer & Co. Inc.  
McGraw Hill Publishing Co.  
Merck & Company Inc.  
Mills Novelty Co.  
The Minamax Co.  
Monarch Life Insurance Co.

Mutual Broadcasting System  
National Broadcasting Company  
National Cash Register  
The J. M. Ney Co.  
Phoenix Metal Cap Co.  
Pontiac Motor Division (G. M.)  
Provident Mutual Life Ins. Co.  
Reliance Life Insurance Co.  
Ritter Dental Mfg. Co. Inc.  
R.K.O. Radio Pictures, Inc.  
Saratoga Bldg. & Land Corporation  
Savel, Inc.  
Southern Bell Telephone Co.  
The Standard Register Co.  
Sugar Beet Products Co.  
Toilet Laundries, Ltd.  
United States Building & Loan League

**REGISTRATION** Everyone interested in direct mail is eligible to attend the convention. It is not necessary to be a member of the D.M.A.A. The registration fee is \$5.00. Registration desk will open at twelve noon, Tuesday, September 27th. Admittance to general sessions and departmentals will be limited to those bearing registration badges. Be prompt at all sessions . . . all will start promptly. Bring your note book. Fill it with prescriptions for profits.



# NOW CONCERNING LETTERHEADS



YOUR REPORTER congratulates Orville E. Reed, Sales Promotion Manager, Cadillac Lithographing Company, Detroit, Michigan, for a clever and effective adaptation of the letterhead rating idea. He has prepared a dignified looking chart on an 8½ x 11 sheet of paper listing the seven elements which should be judged in rating a good letterhead. There is also a separate sheet of paper which lists these seven elements with spaces ruled off for typewritten comment.

Your reporter received his first sight of one of these charts when Mr. Reed sent us an analysis of the D. M. A. A. convention letterhead. A red line was ruled across the 100% line for every element with the exception of paper, which received 96%. The comments follow:

- Impression** The unique design and color combination creates an interesting first impression. Stands out in the mail.
- Simplicity** Contains nothing to involve it.
- Fitness** "Teaser" angle and clinical theme makes it an appropriate sales letterhead.
- Information** Tells what and where.
- Design** Attractive, well balanced, with unusual eye-appeal.
- Mechanical** Tints are well handled, good register—a good job of printing.
- Paper** An India Bond would give the typing better appearance especially when erasures are necessary.

We wrote to Bus Reed and asked his permission to comment on this brilliant idea. Here is his answer:

"It is perfectly all right with me for you to reproduce the Letterhead Clinic Chart in the September issue of that famous magazine called the 'Reporter.'

"We have been very successful with this plan and have created a considerable amount of letterhead business from all over the United States, using the Letterhead Clinic analysis as the point of contact and doing the actual selling with a series of 8 follow-up letters.

"It might interest you to know that our original letter sent out cold to a miscellaneous list of prospects for lithographed stationery produced better than 6% returns—we have succeeded in selling 30% of those who asked for an analysis and negotiations are under way with the additional 70%, several of whom we have a good chance to sell as soon as their present supply of letterheads is exhausted."

Your reporter labels this as a really intelligent job of creative selling.

## HOW TO GET PHOTOGRAPHS

WITH THE RAGE for candid camera pictures in full swing, House Organ Editors could well follow the methods now being employed by Royal Typewriter and Kuppenheimer.

Your reporter is indebted to "grey matter"—the fine bulletin of the Grey Advertising Agency, Inc., 128 W. 31st Street, New York (Vol. 6, No. 5), for the following two ideas:

"Royal Typewriter Company is giving cash prizes for best pictures of people writing. Although all kinds of writing are eligible, whether subject is using airplane to do skywriting or stick to trace words in sand, double money will be awarded if subject is writing on Royal portable. Also entrant must have blank signed by Royal dealer."

"Having popularized the cat as a symbol of its Valgora coat, the coat with nine lives, B. Kuppenheimer & Co. offers cash prizes for most dramatic and unusual photographs of cats or kittens. Contestant makes two visits to his local store, first to get entry blank, again to submit photo."

## ADVERTISING FOR RAIN

IN THE Republican-Times, Trenton, Missouri, appeared in July, a page ad sponsored by local merchants (who took equal sized small ads) . . . headed "We Want Rain."

This appeal appeared: "Advertising has never failed us, and to prove our faith in its value, we will pay for our ads upon delivery of said moisture, and in case it does not arrive, the Republican-Times will stand the cost of the ads on this page."

It rained the night the ad appeared. The joker, we think was that Montgomery Ward and Company took the equivalent of four of the merchant's space, and in a nicely centered, dominating position, said, "Whatever the weather, our prices are better."

## EASY TO READ

BAUSCH & LOMB Optical Company, Rochester, New York, continue—through storms and depressions—to send out one of the country's best house magazines. Latest issue, Vol. 14, No. 2, size 8½ x 11, varnished colored cover. Inside double spread is interesting as a contrast with rest of material and as a tie up with good vision.

Only seven lines of big type—perfectly set—reading:

We have dedicated our lives to the conservation of human vision . . . one of God's greatest gifts to man. We regard the eyes of our patients as their most precious possession . . . and our most sacred trust. We believe our patients' eyes deserve the best . . . that quality and not price is the primary consideration for the only pair of eyes you will ever have.

## ADVERTISING ON ENVELOPES

YOUR REPORTER recently sat in at a meeting of envelope manufacturers, and overheard some interesting remarks about the pulling power of advertisements placed on back of envelopes. One case reported was that a special offer printed as a coupon on envelope back pulled more inquiries than the folder inside envelope, which did not mention the special offer.

Sounds extravagant . . . but we should investigate. Have any readers of *The Reporter* made any tests with envelope advertising? Send us the details.

Some envelope manufacturers are advising customers to utilize the waste space on back of envelopes. Perhaps there is a hidden dividend there. The subject will be thrashed out at the envelope clinic, Wednesday afternoon, September 28, at the Chicago Convention.

## CHATTY LETTERS

"THE modern business letter is written in the conversational tone; in some instances, it should even be chatty. I imagine that a nice chatty letter from an attractive young woman would have a powerful appeal. You should also remember that every sales letter should have a sale as the objective and that a return card or coupon should never be overlooked.

"I do not know of any textbook which gives adequate instructions in regard to the conversational tone. I am enclosing a transcription of some work which we have in preparation. Possibly it will be of some help."

Reporter's Note: Above taken from carbon of letter sent by Robert K. Orr to an inquiring feminine subscriber. For your crack about the cover, we uncover you. Just how could this chatty letter reveal that the lady is attractive? Without a picture?

## CUN FEARAIBH

TIM runs a tavern at 44th Street and Third Avenue, Manhattan.

He knows what to do when business gets slack, which Tim's business was perceptibly getting to be.

To one hundred advertising men he sent a Happy Easter greeting which read:

CUN FEARAIBH MUINTE AGUS CAILLNIEH MANLA GUIDHEANN TADHG CASCA SHOILBHEIR.

Lots of the men on the list got in immediate touch with Tim for a translation. It turned out to be an authentic Gaelic. Impressed ad-men began frequenting the place run by a man with such a mastery of showmanship.

Tim says business is better now.

Reporter's Note: We lifted all of the above from Ray Martin's fine house magazine, Via Post of Albany Publicity Service, Inc., Albany, N. Y.

## STUNTS vs. PLANS—C-K MATERIAL



IT IS HARD to find an advertising agency which stages a consistent, continuous campaign to get business. Our hats are off to the Cramer Krasselt Co., Milwaukee, Wisconsin, for such campaign. It is true that the Cramer Krasselt Company controls a printing plant,—but we like the way it is handled by stating that "Advertising is a profession . . . printing is a craft." The purpose of the campaign is to put across the story of the cooperation in this one organization between profession and craft.

Your reporter has a series of twelve mailing pieces. All sent out in a white 6¼" x 9¾" envelope. Each piece is the same size but different colored paper. French fold effect, but with the main story on the inside spread. Beautiful typography and the return cards are excellent. Incidentally, the return cards are of different colored stock for each piece.

The reason for this item is to reprint the copy used in a piece entitled "Stunts vs. Plans." Your Reporter is not opposed to stunts,—because many have been successful. However, this advice is too good to keep hidden under a bushel:

"Some printed promotional material is bought because the advertiser has been intrigued by a startling catch-phrase, a bit of spectacular art work for a cover, or a tricky typographical layout.

"Such stunts as a rule do not sell merchandise. They attract attention to themselves rather than to the product advertised. The net result, over a period of time, is an accumulation of stupendous, terrific, colossal—yet disconnected pieces of professional (?) material that have failed to accomplish their mission—to sell merchandise.

"C-K promotional material is always based on a sound merchandising plan, and created and produced with the sole object of carrying out that plan—be it to secure inquiries, make sales, attract or hold dealers, or enthuse salesmen. It tells the story in a straightforward, convincing way that brings results."

## JUDGES FOR DIRECT MAIL LEADERS

THE BOARD OF JUDGES who were responsible for selecting the Fifty Direct Mail leaders for 1938 were as follows:

G. D. CRAIN, Jr., Publisher Advertising Age, Chairman; H. H. SIMMONS, Advertising Manager, The Crane Co.; BRICE METCALFE, Department of Marketing and Research, Lord & Thomas; A. W. SEILER, President, Cramer-Krasselt Co.; GEORGE F. McKIERNAN, President, Geo. F. McKiernan Co.

The Association and the Direct Mail industry owe these men a debt of gratitude for their thought and patience in studying all the campaigns submitted and in making the final decision.

The names of the winners will be found listed in the official program in the center spread of this issue. The winning portfolios will be shown for the first time at the 21st annual convention. Representatives of the winners will be available on Friday, September 30, at the Stevens Hotel . . . to answer all questions.

# LETTERS TO YOUR REPORTER:

## THE EDITOR . . . "FOR LOVE"

I was a bit startled to see "Postage and The Mailbag" on the front of the current issue of "Reporter"—glad of it, because of course I have a peculiar interest in this two ways; in the first place, though I wasn't in on the actual birth of Postage—having been detained from the Toronto Convention at the last moment—shortly after it was started I became a contributor, as the files show, and then when Postage passed from the hands of Eyttinge to Hovey, I became its editor "for love" and continued on that basis for many months, as the files also show.

Then I happened to have been the individual who, when I became editor of "Advertising and Selling" and could not by my agreement with that publisher continue to be the editor of Postage, acted as a broker—again without fees, if I may be modest enough to call attention to it, sold the property to John Howie Wright, received his check and forwarded it on to Louis R. Hovey, who certainly had been holding the bag for the D.M.A.A. for a long period. And speaking of that, it was because of my interest in direct mail, and as a member of the Board of Governors of the D.M.A.A. that led me to first offer to edit the publication for nothing, and then to carry out the sale when I could no longer carry on.

On top of that, a very early issue of The Mailbag, after it was started by our good friend, Tim Thrift, had contributions from me, and thereafter over a period of years.

Under all of these circumstances, therefore, and having been offered by two different "factions" the property "Postage and The Mailbag" a few months back, I'm all the more pleased to note that it has returned to the place where it belongs, to you and the D.M.A.A.

Robert E. Ramsay

The Robert E. Ramsay Organization, Inc.  
330 W. 42nd Street  
New York City

## WONDERFUL NEWS

That is wonderful news about adding "Postage and The Mailbag" to the masthead, and about Homer Buckley's lead articles, and about Hig's mighty seconding of your top-range editorial efforts, and, and, and . . .

The Mailbag was the first direct mail magazine I read and contributed to, when Tim Thrift was Editor. So this, plus Twenty-year old recollections of the early days of D.M.A.A. makes me feel good about your arrangements with John Howie Wright, and the whole darn 21st Event.

The program for the 21st Annual D.M.A.A. Conference shows common sense at every

point. Common sense is just what planners, creators, and supervisors of direct advertising must use in every working minute of every working day, if they are to be successful in getting the most progress and profit for every dollar invested in such selling.

From tests I have made this summer (more successful than tests made the summer of 1937) I expect the Fall to be a good one in results. Some firms will go ahead with their mailings gingerly, some as usual, but if wherever possible the user of direct advertising tests first, then proceeds on the basis of what he finds out, his business will be better off.

Troy M. Rodlun  
1427 Eye Street  
Washington, D. C.

## WORLD'S PLAYGROUND

The writer is numbered among many who read your official publication and I thoroughly enjoy it.

I was particularly interested in your Sharp Shooting item regarding radio stations with appropriate call letters and I am certainly sorry that you did not know about WPG, which, as the municipal radio station of Atlantic City, applied and secured these letters because they stood for "World's Playground."

It might interest you to know that I receive your issue second-handed, that is, it is passed along to me by Adrian W. Phillips, Publicity Director of the Chalfonte-Haddon Hall.

Norman Reed, Manager  
WPG Municipal Radio Station  
Atlantic City, N. J.

## VERY STRIKING

As members of the Direct Mail Association, I can't help but tell you that that circular you put out advertising the 21st convention and connecting it with diagnosis and prescription is very striking and exceptionally interesting.

Lots of luck in Chicago.

Sylvia Parker, Secretary  
Bronx Hardware & Supply Co., Inc.  
New York City

## WILL BE PRESENT IN 1939

I can't attend the "Successes of 1938" sessions of the Annual Direct Mail Advertising Association Convention, Stevens Hotel, Sept. 28, 29, 30. However, my best souvenirs to D.M.A.A. friends—a "swell" gang.

Pierre G. Bastide  
68 rue Mazarine  
Paris, France

## AN UNBEATABLE COMBINATION!

It would be a shame to let die the name of "Postage and the Mailbag," with all its associations of helpful inspiration to everyone in the mail order field. That name, coupled with the new spirit of "The Reporter" will make an unbeatable combination . . .

. . . and if you want a slogan which the new Reporter alone can truthfully use, I'll contribute "The Round Table of Direct Mail Advertising." You certainly have succeeded in capturing the atmosphere of a round table discussion and setting it down in printers' ink. As I read each issue, I can almost see the faces of everyone who contributes an idea, an article, a comment.

Incidentally, you'll be glad to know that the program for the Direct Selling Clinic is coming along splendidly. Three of the main speakers have already signed up—Andy Gould, George Dugdale and Maxwell Droke—and there will be at least two more just like them.

John H. Sweet, Vice President  
Poor's Publishing Company  
Wellesley, Mass.

## WE NEED MORE TOES

I am glad to see that you are including a house organ departmental in this year's convention. Never could understand why it was dropped out of the picture in recent years.

Shouldn't you encourage H. O. editors to be more articulate in the promotion of their own medium? The house organ, as you undoubtedly know, is receiving far more consideration than ever before. It has a definite place in any industrial and public relations program.

The Reporter is excellent and here's wishing you good luck and plenty of problems to keep you on your toes.

B. E. Barnes  
Director of Public Relations  
United Parcel Service  
331 East 38th St., New York

## IT IS GOOD

I am enclosing a copy of the last issue of our House Organ, and am taking the liberty of placing you on our mailing list. Knowing that you are interested in examining and criticizing such publications, I will naturally appreciate any comments you may have to make.

F. J. O'Brien  
Director of Sales Promotion  
Fidelity Investment Association  
Wheeling, W. Va.

Reporter's Note: Thank you for placing our name on your mailing list. We like your photographic, two-color covers and think your layout is good. Your publication is easy to read. Keep it up!





# **SPEED**

## **When You Need Letter Service**

### **PLUS**

## **COMPLETE FACILITIES**

**Actual Typewritten Letters and  
Hooven Letters**

**Processed Letters and  
Multigraphing**

**Duplicating and Mimeographing**

**Addressing and Matched Fill-ins**

**Pen and Ink signature service on  
Letters**

**Mailing and Delivery to Postoffice**

**Planographing, Offset, Letter-  
press**

### **AND**

**For Speedy Pick-up and  
Delivery**

**Just Call Harrison 5631**

## **DOOLITTLE & COMPANY, Inc.**

**234 SOUTH WELLS STREET  
CHICAGO, ILLINOIS**

**"A Good Letter Service Since 1920"**

#### **GOODWILL—POWERFUL**

Thanks very much for the good news that the house magazine will be presented in one of the general sessions at Chicago.

My thought is that the house magazine is about the best medium for promoting proper human relations between a firm and its dealers, or users, that I know of. Today, I believe, a firm must think very seriously not just of hammering away with selling points about the product, but about selling itself to the people it wishes to influence. It must present its personality, manhood, ideals, and business principles to the people from whom it expects to get business. Goodwill and friendliness become powerful factors in actually getting the name on the dotted line. They are not just intangibles. It seems to me that a house magazine might logically be the definite part of the advertising program of almost every firm using other forms of advertising, also.

In other words, the house magazine would serve as the human relations contact with the prospect.

Glad to know that Harry Higdon is to give the talk at the general session. He certainly has had a lot of experience and has done a wonderful job with his house magazine.

*The Jaqua Company  
Wilferd A. Peterson  
101-111 Garden St., S. E.  
Grand Rapids, Mich.*

#### **HELPFUL**

Thank you for the material you sent us from the D. M. A. A. Library in answer to our request. The campaigns as prepared are very interesting and prove suggestive.

We are finding the Reporter a very interesting and helpful monthly visitor.

*David Ratte-lock  
Dortman Direct-Mail Service  
1835 Champa St., Denver, Colo.*

#### **ALL AGREE!**

John Sweet will be a "corker" for you for the Direct Selling Meeting.

You seem to be off to a splendid start. Best of luck on it all!

And—congratulations on your promotion program so far!

*James M. Mosely, President  
Mosely Selective List Service  
230 Congress St., Boston*

We wish to commend you for your latest issue of the Reporter. The writer has followed your new magazine with much interest, and from issues to date, has been able to obtain many interesting bits of information.

*H. B. King, Jr.,  
E. J. Spangler Company,  
1237 N. Howard Street,  
Philadelphia, Penna.*



#### **WITH US IN SPIRIT!**

"Thanks for your invitation of September first. I wish I could accept it, but my doctor would have a fit if I did, and he's mad at me already because I didn't die last year according to his diagnosis in 1935. He told me then that with care—his care—I should live at least two years.

"But, even with the greatest indifference for doctors, I do have sense enough to know that I shouldn't drag around the Hotel Stevens at a D. M. A. A. Convention, so I shall have to be with you in spirit only.

"Congrats. on taking over Postage & The Mailbag. I hope you make a huge success of it.

"Seriously, I hope you'll have a fine convention. In fact, I know you will. The D. M. A. A. always does.

"Give my regards to anyone with long white whiskers you may meet at the Convention. He will be my contemporary, and will remember me."

*Charles Henry Mackintosh  
P. O. Box 744*

*Daytona Beach, Florida*

Reporter's Note: We reproduce Mac's signature which all old-timers will remember and cherish.

#### **NO FAVORED FEW!**

"Although it has been several years since I have had the opportunity of attending one of these banquets, I have attended a good many of them in the past and have learned from rather sad experience that it has been the custom to award choice seats to 'the favored few,' regardless of when reservations were made. I hope that this unfair practice has been discontinued during the years that I have been away.

"You may enter my reservation for two banquet tickets and I hope that they will be desirably located."

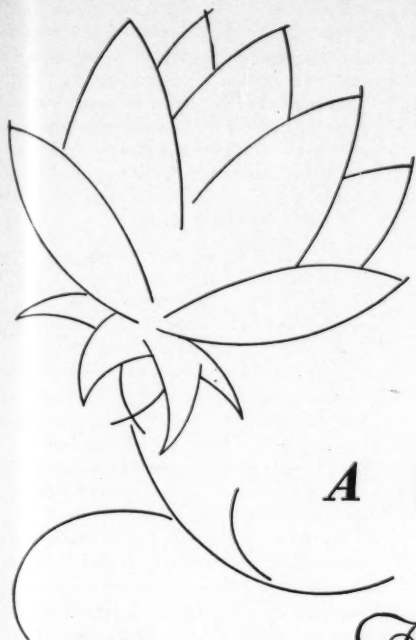
*R. E. Pratt, Treasurer  
Travelers Health Association  
Omaha, Nebraska*

Reporter's Note: I'll introduce you to a couple of people who didn't like the informality at Cleveland.

#### **PAID IN FULL**

The letter in August issue from Russell E. Baum, alone, is worth the subscription to "The Reporter."

*Frank L. Hoxie  
The Hoxie Company  
38 Chauncy St., Boston, Mass.*



A BOUQUET TO

RISING INTRALACE

Advertising men say of Intralace  
that it has the look of a handmade  
paper, yet is amazingly economical.



*T*HE interesting character of Rising Intralace *earns* this bouquet — an attractive checkered appearance which is more than a finish, more than surface-deep, because it goes clear through the paper. Intralace colors are warm and lively, adding brilliance to illustration and text, whether your job calls for offset or letterpress printing. Be sure to see Intralace samples. Ask your supplier or write Rising Paper Company, Housatonic, Massachusetts.

*For modern advertising and business use, Rising also makes Red Lion Text, Olde Quill Deckledge, and a comprehensive range of Bonds, Writings, Ledgers, Indexes, and Wedding Papers and Bristols.*

ONE OF THE  
**RISING PAPERS**

# WE'RE BOTH IN THE SAME BUSINESS

ROLAND R. BLISS, Executive Manager,  
National Envelope Manufacturers Association

IT'S EASY to overlook an obvious fact. The fact, for example, that envelope manufacturing is second only to the graphic arts industry in production of *direct advertising material*. So large a fraction of its output is used in advertising mailings that we can fairly say direct mail is the chief support of the envelope manufacturing business. By the same token, envelopes—the major fraction of a \$50,000,000 volume—constitute a vital and integral part of the mailing pieces they enclose.

Who overlooks these facts? Too many advertisers and too many sellers of envelopes. Every direct advertiser who allows his mailing pieces to be designed and produced without regard to the kind of envelope which must carry his message and introduce it to the prospect. Every direct mail user whose envelopes are specified and purchased by the supply buyer instead of the advertising department. Every direct mail producer who considers the envelope as a carrier only, unrelated to its contents. Every mailer who fails to give his worthy advertising piece the needed dignity, protection, and presentation of an envelope to enclose it. Every envelope manufacturer who forgets that his product, envelopes standing alone and unrelated to their contents, are a completely useless commodity. Every envelope seller who doesn't know how much his business depends on direct mail advertising,—on *effective, successful* direct mail advertising. Every envelope salesman who fails to familiarize himself with the contents of his envelopes. Every vendor of envelopes for direct mail use who doesn't try, at least, to consult with the man who designs the mailing piece.

Quite a lot of ignorance and indifference. But not universal. Every alert and thinking envelope manufacturer wants to work more closely with his direct advertising customers. He wants his envelopes to perform their proper function in helping direct mail to succeed. He wants to go beyond the supply buyer and have the opportunity to consult with the designer and the producer of the mailing piece. He can and will, if given the

opportunity, design and produce his part of the mailing piece the envelope to perform all of its functions. As a safe carrier? Yes. As a sound protector? Yes. But also as a harmonious component of the advertiser's message, its attractive outer dress, conveyor of the all important *first impression*.

The direct advertiser needs to know more about envelopes—how he can use them to increase his returns. The maker and seller of envelopes needs to know more about direct mail advertising so he can do his part of the job in a manner to promote the success of the advertising medium on which he so greatly depends. In short, the direct advertiser and the envelope producer need to work together a whole lot more closely than they have been in the habit of doing.

In the facilities of the modern envelope manufacturing company the direct mail advertiser has at his disposal an amazing diversity of talent and product—widely varied paper stocks, dies for every en-

velope shape and style, fabricating machines of unlimited flexibility, specialized printing equipment, skilled typographers, and well staffed art departments. There is no more need or reason for using "standardized" and mediocre envelopes than for putting standardization and mediocrity into the rest of the mailing piece. The advertiser who exploits these facilities helps himself and helps direct mail.

Conversely, the envelope salesman needs to visualize direct mail advertising as his business. The great sales medium on which he chiefly depends for his livelihood. What hurts direct mail hurts the envelope industry and hurts him. The sales representatives of the envelope industry come into contact with every user and every potential user of direct advertising. It is the writer's profound belief that every such contact is an opportunity for the envelope seller to foster confidence in the power and efficacy of direct advertising. That the Envelope Manufacturers Association should mobilize its whole selling force, as a force to promote wider use of direct mail. A better understanding of their mutual dependence and common purpose, as between the advertiser and the envelope producer, will help to bring this about.

## POSTAL INFORMATION FOR EVERYBODY

Condensed from Bulletins Sent Out by TOM BEESLEY

### 1. Another Year in the BLACK for the P. O. Department

Post Office for fiscal year which ended June 30, will show surplus and highest gross income in its history—higher by at least a million than last year's all-time record of \$727,000,000. Declines registered in larger industrial centers were offset by gains in smaller areas. Declines in the industrial centers turned up in May. The almost infallible Postal barometer anticipated the stock market by weeks. Now that a campaign of sales promotion for Postal services has been begun it will be interesting to see what gross revenues and earnings will be in July, 1939. The Postal Service, except for First Class mail, is a competitive enterprise. It should use modern competitive methods. The Treasury Department does, to sell its bonds. So does the Tennessee Valley Authority. So does the Maritime Commission.

### 2. Another New Record

Postmaster General Farley now holds record of serving the **THIRD LONGEST** term as Postmaster General. The all-time record is held by Gideon Granger, of Connecticut, who served from 1801 to 1813. The second was Albert Sidney Burleson, from 1913 to 1921. Mr. Farley is starting his sixth year and is the 53rd Postmaster

General. When Benjamin Franklin was Postmaster General there were 75 post offices, serving 3,000,000 inhabitants. Under Farley there are 45,000 post offices, serving 125,000,000 people, employing in the vicinity of 400,000 personnel, handling 25 billion, 800 million pieces of mail, which weigh about 5 billion, 500 million pounds.

### 3. Notes

Absorption of moisture in rainy weather, will add 4.6% to weight of your mail.

There is now a 4½ cent stamp, showing the White House—it looks swell on mail.

A perforated edge around the rectangle may NOT be used on Non-Metered indicia.

During the 75th Congress, 17,168 bills and resolutions were introduced. National Council checked every one for possible postal significance. 1,283 of these bills were postal. Out of this mountain of proposed postal legislation, exactly 34 got by the House and Senate. The President signed 27 and vetoed 7.

About envelopes: A number 10 envelope has right-of-way over everything except special delivery and air mail envelopes. Western Union and Postal Telegraph have just signed exclusive contracts with Teletel, Inc., to sell space on back of telegraph envelopes.

## HUMOR IN DIRECT MAIL

"What have you against advertising?" asked the Direct Mail salesman of the small business man.

"Well, it don't leave a guy no time," was the reply. "I sent out a folder once and as a result was so busy that I didn't have time to go fishing all year."

"I see where Jones is advertising a new kind of underwear without any buttons." "I've been wearing that kind for years."





## Down the Field!

**E**LUIDING the clutch of frenzied fingers, the shock of hurtling bodies, weaving and sprinting to that last white stripe—the halfback needs stamina, speed and power to reach the goal ahead.

As a leader in manufacturing paper, the P. H. Glatfelter Company also attains its goal—the maintenance of high-speed schedules in delivering outstanding paper on time—by a perfectly equipped, smoothly functioning organization of master craftsmen!

### MONOPLANE BOND

is a highly successful watermarked paper for general business use, and advertising literature. Its eight bright colors (Sub. 16, 20) and Snow-White (Sub. 13, 16, 20, 24) offer wide selection for individual color effects. Uniform, durable and economical. Write for free sample book.

# P. H. GLATFELTER CO.

Established 1864 SPRING GROVE, PA.

MONOPLANE BOOK • SPRING GROVE BOOK • PENNSYLVANIA BOOK • OLD FORGE BOOK • MONOPLANE BOND • PENNSYLVANIA BOND • PROVENWORTH TINTS • PROVENWORTH TEXT • SIGNATURE MIMEO • EVERYDAY MIMEO • SPRING GROVE LITHO. • PENNSYLVANIA LITHO. • SPECIALTIES • ENVELOPE • TABLET

# WHAT! AGAIN? A Henry Martin Story

EARLE A. BUCKLEY

Author of "How to Write Better Business Letters"  
and "How to Sell by Mail"

IT IS MY PAINFUL DUTY to report that Henry Martin is getting no better, fast. On the contrary, he seems to be committing more mail order crimes with every campaign he gets tangled up with. Wouldn't you have thought, with all the high grade, class A advice he has been getting from me (free, by the way), that by this time he would be showing some signs of improvement? So would I. If you have a minute, let me tell you the latest—it's rich!

Somewhere, I couldn't tell you where to save my life, Henry picked up the rights to a Course in Salesmanship. It looked good to him, so he decided to sell it by mail, thereby make a fortune and retire. A pretty picture.

The Course itself, as Courses in Salesmanship go, was all right. He showed it to me before he started to work on his material and I should say that the average man whose job it is to sell would be considerably benefited by reading it. Very much encouraged, Henry started to work.

When next he came to me, it was with the copy and layout for an illustrated circular, an order form and a reply envelope.

"Where's the letter?" I asked.

"I'm not going to use any. I figure my costs will be a lot lower if I just use this circular and an order blank."

"Wrong again, Henry. Experts in the mail order field agree that the right kind of a letter can take fully three-quarters of the credit for the success of any mailing. In a recent test, a letter, folder and reply card pulled four times as many orders as a circular and card to the same list, and everything else was equal."

"That doesn't prove that I'd have the same result."

"No, Henry, it doesn't, but why take any chances? Why not give your campaign EVERY advantage in the beginning until you have proved to yourself that you can get a profitable return? Then you'll have time enough to make all the tests you want."

Not entirely convinced, the big mail order magnate nevertheless took his stuff back and began work immediately on the all-important letter. He was back again in a week or so with the finished campaign all set to go.

"Here it is," he said, "and if you find so much as one flaw, one eensy weentsy weakness, I'll buy you the best meal you've ever eaten."

"It's a deal," I replied, my mind already made up as to what I would order.

Well, I went through the material from start to finish, and with a fine tooth comb. The further along I went, the hungrier I got. When I got to the end, my mouth was positively watering all over the place.

"Henry," I started out, "it's a shame to do it, but I've got to. Your stuff is simply frightful. I can't understand what's gotten into you. In the first place, the salutation in your letter is pitifully weak. You say 'There are thousands of men in the United States—' and then finish the sentence in the first paragraph. There's no news, no interest, nothing exciting in a salutation

like that. Nine out of ten of your readers are going to say 'What of it?' and go no further."

"In the second place, the letter is too long for what it says. Yes, I know, most mail order letters are long, but they say something. They don't ramble along like this one, taking up the man's time without giving him anything in return."

"In the third place, you've used examples that wouldn't be believed. You'd be better off without case histories if you can't cite a few that are somewhere within the realm of probability. These wouldn't get across at all."

"The next mistake you made was to employ the use of obviously insincere flattery. You say 'One thing I KNOW, is that you are a man with MORE than average intelligence.' The fact is, you don't know that and any man with only half average intelligence knows that you don't. You're simply insulting whatever intelligence the man does have."

"The fifth crime is in your ending. It's just as weak as the salutation. You say nothing about the price in your letter at all, have no build-up for the supposedly good value you're offering, make no strong bid for action in the close. What in heaven's name were you thinking about when you wrote this? Don't answer me. I'm not through."

"Your folder likewise breaks most of the rules. My main objection to it is that it looks uninteresting. It doesn't invite reading. It has no pictures. It is poorly set up. Much of the type is too small and hard to read."

"If these things that I have mentioned were all that was the matter with your campaign, there would be enough trouble to spell doom in any language, but you weren't content with that. On top of it all, you had to ask the alleged reader to send CASH WITH ORDER. Imagine!"

"Oh, all right, all right, where do you want to eat?"

**AUTHOR'S NOTE:** This article was written around defects in an actual campaign sent to me recently for analysis.—EAB.

## THE WALLACE PRESS

L. K. GRULEE

Complete Offset,  
Letterpress  
and  
Binding Equipment  
for  
All Printing  
Requirements

730 W. Monroe St. • Chicago  
225 Broadway • New York  
Stephenson Bldg. • Detroit

## CLASSIFIED

We didn't expect any Classified Ads for this issue of The Reporter for the simple reason that we didn't go after them. These fell in over the transom. If interested in this form of advertising write for rates.

### HOUSE MAGAZINES

**CONTACT CUSTOMERS**—Prospects with 2 color, 6 x 9 monthly house organ that develops immediate business. Something you'll be proud to send out under your name. Large space for advertising. A proven sales builder. Lowest prices, 500, \$10; 1M, \$15. Get sample. Crier Publ., 1840 E. 87th St., Cleveland, Ohio.

**MAILING LISTS**—Ask for our Catalog of Mailing Lists; 6,270 different classifications listed; number in each and price shown. If interested, ask for our Stockholders and Bond Buyers Price List, 1,600,000 Stockholders in over 1,000 corporations. **TRADE CIRCULAR ADDRESSING CO., Inc.**, Established 1880. 219½ West Madison Street, Chicago, Illinois. Franklin 1182.

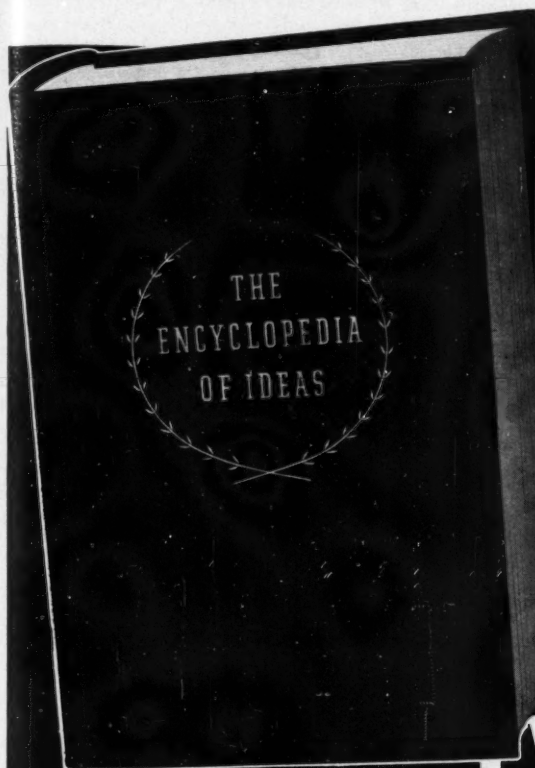
**WANTED A JOB**—What have you to offer? Whatever it is I'll find a way to do it. Address Box 15, care of The Reporter.

**CREATIVE LAYOUT AND COPY MAN**—Advertising agency and printing house training. Now available as assistant to Advertising or Sales Promotion Manager of Food, Drug, Cosmetic or Publishing Organization located in N. Y. Fourteen years' experience creating layouts, writing copy, specifying type, supervising and buying photography, art, engraving and printing. Age 34. Address Box 11, care of The Reporter.

**CARTOONIST**—Nationally known cartoonist wishes opportunity to submit humorous ideas and sketches to trade publications, house magazines and advertising agencies on a free lance basis. Address Box 13, care of The Reporter.

# THE ENCYCLOPEDIA OF IDEAS

BEYOND COMPARISON AS A PRACTICAL IDEA STIMULATOR



After two years of creative effort this book has been published—a whole library of ideas for the advertising man, layout man, artist, printer, and advertising student. It is not a book of words, but a book of practical, illustrative material that can be used every day.

Of 288 pages, size 11 by 17 inches, not more than 16 of them are devoted to editorial matter. The major portion of this unique book is profusely illustrated with advertising layout ideas that you can actually use in your business.

It is the kind of a book that you will always have on your desk within easy reach. Order your copy immediately for only a limited edition has been printed, and each copy will be registered by number with the publisher.

Price \$15.00

Over 1400 Ideas  
and Illustrations  
288 Pages, Size  
11 by 17 Inches  
Beautifully and  
Durably Bound  
208 Color Pages



MAIL THIS COUPON NOW

Please send me a copy of:

THE ENCYCLOPEDIA OF IDEAS

- ☐ Check is attached.  
☐ Send C.O.D.

Name .....

Address .....

City and State .....

AMERICAN TYPESETTING CORPORATION  
547 SOUTH CLARK STREET CHICAGO, ILLINOIS



## I Can't Drive A Nail to Save My Life . . . . .

and whenever I start fooling with the business end of a hammer I have to wear a bandage on my thumb for a week.

All I know about an automobile is "Start and Stop!"

I can't adjust an income tax like an accountant, or a spine like a chiropractor.

If I was to "throw myself into something" it would surely turn out to be a well.

BUT—

I can take a typewriter on my lap and start something for you in the selling line.

I can weave words into happy, human friendly letters to make folks hungry, or hanker for what you have to sell, provided it has merit and a market.

I can—oh well, why go on? If you are still listening, write and ask me about my CORDIAL CONTACT SALES LETTERS.

**JACK CARR**  
TELEPHONE BUILDING  
TAMPA, FLORIDA

**FASTER**  
Typewriter Addressing

Mr. A. E. Mason  
Johnson, Smith, Inc.  
204 Edford Ave.  
West Vernon, Ohio

with  
**24-On**  
"ACTUAL SIZE  
2 3/4" X 1 3/8"

"Each 8 1/2" x 11" sheet of high-quality, white, gummed stock, contains 24 of these perforated stickers. Make single copies or up to four carbons at one writing; cut addressing time 22%! One of the many specialties for Direct Mail users regularly supplied by Ever Ready.

GENEROUS SAMPLE PACKET FREE!  
Write today

Ever Ready LABEL Corporation  
SINCE 1914

152 EAST 26th STREET NEW YORK, N. Y.

## THE VERY IDEA! by Sam Slick

DID YOU NOTICE the new name on the cover? There is a little drama, slightly tragic, in those words. THE REPORTER with Postage and The Mailbag. It has the old, old plot of "The King is dead, long live the King." . . . The passing of Postage and The Mailbag was a blow to direct mail. Possibly direct mail has been on the receiving end for so many punches these last few years that one more or less seemed not to matter. But it would have been a calamity if the cohesiveness of the direct mail group had come to an end through the passing of its only medium of expression. THE REPORTER came into existence to prevent the utter disintegration of direct mail group consciousness—but it is always much harder to restart something than to keep it going. With the merger of the former magazine and THE REPORTER and for a time at least, the contact between all interests in direct mail is re-established on a far larger scale. A new cohesion, a new group consciousness and a new and more powerful medium for the defense and furtherance of direct mail can all come into existence again, if those who profit by direct mail in its many forms and possibilities are half as interested as they should be.

¶ ¶ ¶ The way the Federal Trade Commission is demeaning itself these days it is more than likely that Link-Belt Company, Chicago, will have to back down on its nifty slogan (for its stoker) "heats with dimes instead of dollars." It's a good slogan, too. But it isn't likely that oil burner and gas heating interests, and other stoker manufacturers, will remain calm while Link-Belt is implying that its device will save ninety per cent of the heating bill.

¶ ¶ ¶ It is an old maxim in newspaper offices that a crime wave can be created any time that an editor feels like it, by simply printing a lot of crime news that ordinarily would be left out. The impression that has been getting around to the effect that the F.T.C. has recently become unexpectedly tough with advertisers, and that there have been a very much larger number of orders to desist and consents by advertisers to drastic modifications in copy, is due in great part to the fact that only lately have the advertising journals and the newspapers been printing the facts.

¶ ¶ ¶ What is new in the situation is the F.T.C. severity toward what, until lately had been looked upon as permissible exuberance of expression in copy. When F.T.C. began to pick on some of the biggest advertisers and to order them to throw out the poetic license unless they had facts to back it up with, the new angle became news for the same reason that crime waves become news, namely that other news was scarce.

¶ ¶ ¶ Old timers in the advertising field say that the summer of 1938 has been the dullest and deadest summer in a generation. Even the general public has been acutely aware of the thinness of the weekly and monthly magazines and the daily newspapers. This situation made it possible for the F.T.C. to get a lot of publicity that it wouldn't have had in a normal year. It accounts also for the astonishing amount of attention given to cigaret advertising and explains why the Townsend & Townsend tempest in a teapot was played up as a hurricane—and how some of the most mossy platitudes in advertising could be as gravely debated as if they were new challenges.

¶ ¶ ¶ Long ago it was observed that many of those who wept the wettest at sentimental melodrama had police records, and that one of the marvels of human nature was the fact that kidnappers and baby farmers used up the most handkerchiefs. A more recent observation is that some of the loudest shrieks about censorship of the news are emitted by newspapers notoriously given to using their own judgment as to what is news and what the public is entitled to know. Newspapers never do anything moderately. In 1931, 1932 and 1933 when banks were closing at the rate of a thousand a year and more than 5000 had suspended during the four years preceding the big bank holiday, nearly all newspapers suppressed the facts. They had decided that such bad news would only make things worse.

¶ ¶ ¶ These last two years the newspapers have swung around to the opposite viewpoint. They now think that the more bad news they can give the public the better—and they certainly have been zealous in their new form of well-doing. But if advertisers who are being sales-preserved to the limit to buy space venture to suggest that advertising cannot produce results against such a background of gloom and fear as the newspapers create by their news attitude, the excessively virtuous newspapers promptly pillory anyone who can be made a target. This is not fair, of course, but again it is naive to expect fairness, or even good sportsmanship from most newspapers.

¶ ¶ ¶ There is no logic in the newspaper picture. Though the publishers are eternally talking of the freedom of the press and the importance of giving all the citizens all the facts so that a well-informed public opinion can make democracy work, two facts are inescapable. First is that it is physically impossible for papers to print or people to peruse all of the news there is; and second, that newspapers by the mere fact of selecting what to print and

# My Contribution to Direct-Mail Advertising

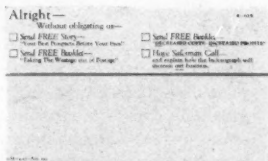
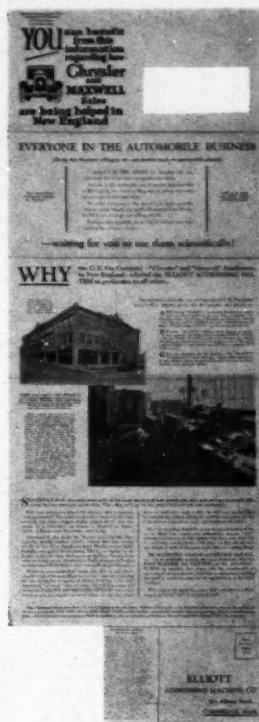


**B**ACK in the early 1920's the Elliott Addressing Machine Company found that direct-mail advertising would pull much better if the return card and circular were made so as to fold up with the signature section of the return card so exposed as to also serve as the address which carried the circular to the recipient.

This scheme has many advantages, viz.—

1. At the time the address is put on the circular you are also automatically and without cost putting the recipient's name and address on the return card.
2. Since these return cards are printed with your return address and C.O.D. postage guarantee, the recipient has only to tear off the return card and drop it in the mail.
3. Since the recipient's name and address on the return card are printed by your address stencil, it is very easy for you to locate this address stencil in your stencil files, which is sometimes quite difficult if the recipient's signature is somewhat different than the address on the address stencil.

The illustration at the right shows a circular which has an opening through which the recipient's name and address on the return card appear; and the circular illustrated below has a slot in which the return card is tucked so that the address section of the card is left visible to receive the address.



**We're Concentrating On  
Customers, because they—**

Because back in the early 1920's the Elliott Addressing Machine Company decided to give this idea to direct-mail users instead of patenting it, the United States Patent Office did not know of this Elliott idea, and in 1934, 1935 and 1936 patents were issued by the United States Patent Office to persons in New York City, who are now attempting to prevent direct-mail users from using this idea unless they pay a royalty to these patentees.

Knowing the value of this scheme to all direct-mail users, I herewith personally guarantee to all *Elliott Addressing Machine* users immunity from these patents if they desire to use these Elliott ideas.

In brief, my proposition is that any Elliott machine user may use these ideas and if he is sued I will have the Elliott patent attorney defend such suit at my personal expense. And this offer applies to any direct-mail user, regardless of the method of addressing he has used to date, if he will adopt the Elliott Addressing System for his future use.

(Signed)

*H.P. Elliott*

President

**The Elliott Addressing Machine Company**  
127 Albany Street • Cambridge, Mass.

The Elliott Addressing System will be on exhibit at the D.M.A.A. convention at the Hotel Stevens in Chicago, September 28, 29 and 30.

## THE ENTIRE COUNTRY

is combed thoroughly by an experienced organization to make available scores of valuable NEW MAIL BUYER lists—to enlarge YOUR Mail Sales!

WRITE DEPT. R-9

### MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters  
230 CONGRESS STREET  
BOSTON

### MAIL ORDER LIST HEADQUARTERS

"MOSELY has the LISTS"  
+ ORGANIZATION

## "But will it Pull?"

Check and rate the pulling power of your direct mail and sales promotional material.

## 50 QUESTIONS QUIZ

Write on business letterhead for a free copy of this useful new Check-Chart.

**THEODORE S.  
RUGGLES**

Consultants in  
Direct Advertising

2810 Salmon Tower Building  
NEW YORK, N. Y.

what to leave out, are giving a distorted picture. But present day editing is definitely "slanted." The news is interpreted, not presented objectively. The reader is not trusted to draw his own inferences, or even left alone to refrain from drawing any. Instead he is told what the inference should be, what the news means. In the old days the editorializing was kept on the editorial page, and everybody had fair warning that if he read the page he was reading opinion pure and simple. But today most of what purports to be news, statement of fact, is really just as much opinion as an editorial.

¶ ¶ ¶ The best piece of product naming uncovered during the month is *Glad Rag*, for a new polishing cloth for silver. Neatest little sales promotion idea, that of *Wilson & Company*, packers, in sending a sample tin of a new deviled ham to all its stockholders, so that they could start pushing it among their friends. Most unusual "offer" in an advertisement, that of the *Anker-Holth Mfg. Co.*, Port Huron, Mich., who make cream separators, to exchange a quart of lubricating oil for a quart of skim milk with any farmer.

¶ ¶ ¶ The advocacy of institutional advertising, and especially that of "selling" industry or its point of view to the public, goes right on in spite of all I say against it. Some of this advocacy is not wholly sincere. Quite a few leading lights in the advertising and publicity fields are making speeches along this line merely because they know that bewildered industrialists will cheer for it and because such speeches are sure-fire publicity for the speaker. But I am still maintaining that no considerable portion of the public is interested in what industry thinks about itself. What people want to know is what industry thinks about the consumer, as reflected in the design and the price—especially the price—of the product. The basic principle in selling is to get over on the buyer's side of the counter or the desk at the very beginning of the process, and then stay there. Institutional advertising, no matter how skillfully done, reverses this idea and starts out by asking the other fellow to listen while you tell him how wonderful you are. Even if you are good, he wouldn't like it.

¶ ¶ ¶ At the risk of being assaulted by letter by a few hundred frustrated citizens who think that any questioning of panaceas is destructive criticism, I repeat that what is the matter with business now, is largely the result of institutional thinking in the past. In too many industries of the durable goods field, it has been considered very smart to put over calculated obsolescence in one form or another. This summer one of the largest electric refrigerator companies suggested to its dealers that they advertise by direct mail preferably, that

there is a big demand for second-hand refrigerators among W.P.A. families and that in consequence the dealers could offer a bigger trade-in allowance. The prosperous owners of refrigerators were urged to unload their uneconomical, current wasting units and get new ones. It did not occur to the dealers that this was a cynical proposal to unload what were admittedly extravagant units on people who would not know that they were being stung. Industries that have a viewpoint of this type will be wise to stay out of institutional advertising.

¶ ¶ ¶ Advertisers recently have become a little concerned by the so-called consumer movements. Much has been made of the fact that most of the activity on behalf of consumers is initiated, organized and expanded by men and women who have an ax to grind—a book or service to sell, a secretaryship to justify or enhance, or a political objective of some sort. This is undoubtedly true, but what of it? All resistance to consumer movements also has an ax to grind, and consumers make note of the fact. The consumer movements are here to stay. There will be more of them and ultimately they will accomplish a lot more than they have so far. The forecast is obvious. Everybody has more interests as a consumer than he has as a producer, even if he is a producer. But there are millions of people who have no producer interest at all because they are only consumers. It is cock-eyed thinking that puts production first. Consumption is what the people are interested in and we produce only in order to consume. When the same men who are still talking about the slaughter of the innocent little pigs and who are quite right about the insanity of paying the farmer not to farm, will admit that the principle applies to every producer, including themselves, we shall start to get somewhere. It seems to me beyond argument that wealth is what we can use, consume and enjoy, and not what we can get along without. The old chestnut about under-consumption is wholly true, but most of the people who repeat it have yet to see that the platitude is not enough; something needs to be done about it.

¶ ¶ ¶ What needs to be done is first to restore competition so that producers will have to build business on the old basis of increasingly more for the money. There are no two ways about it—the only way to progress, to raise the standard of living, to pass on to the public its share of the gains made in technology, the savings in cost brought about by machinery and by increased efficiency in distribution, is by allowing prices to follow their classical trend, towards zero. The one simple, easy and certain way to distribute constantly increasing purchasing power to the masses is via declining prices, for all products and all services.



# *World's Fastest*

## **AUTOMATIC PARALLEL FOLDER AND PERFORATOR**

# **R** *for Speed*

U. S. Government statistics show that over 70% of unstitched folding jobs are single fold and two parallels.

---

---

**ONLY \$50.00 INITIAL  
ONLY \$15.00 PER MONTH**

---

---

1938 Baum lightning folder was designed to cut your costs of folding to a few pennies a thousand sheets.

Perfect accuracy . . . exclusive "roller control" . . . spoilage unknown . . . no timing . . . no obstructions . . . set in seconds . . . run in a jiffy.

The Baum Folder will cut costs for producers and users of direct mail.



### **S P E E D**

**SMALL PARALLELS**  
50,000 AN HOUR  
**11 INCH PARALLELS**  
20,000 AN HOUR  
**22 INCH PARALLELS**  
10,000 AN HOUR

### **PERFORATING**

Perforating can be ALMOST ALL PROFIT using the Baum Automatic Folder for perforating and delivering the sheets flat. One line, two lines, three lines perfectly perforated on small or large sheet. Production rate same as on folding (10,000 to 50,000 sheets an hour, depending on length).

---

*The Baum . . . is the most talked of folder in the world*

---

# **RUSSEL E. BAUM**

**615 CHESTNUT STREET** **PHILADELPHIA**

SEE OUR EXHIBIT AT ENTRANCE D.M.A.A. CONVENTION

# Modern Business Demands THIN PAPERS

To Reduce  
MAILING  
TYPING  
FILING  
COSTS



Specify one of  
ESLEECK  
THIN PAPERS

Fidelity Onion Skin  
Emco Onion Skin  
Clearcopy Onion Skin  
Superior Manifold  
For  
RECORDS, FORMS  
COPIES  
THIN LETTERHEADS  
ADVERTISING



Ideal for Air Mail, Branch  
Office and Foreign  
correspondence

SEND FOR SAMPLES

**ESLEECK**  
Manufacturing Company  
Turners Falls, Mass.

¶ ¶ ¶ If this reversal of the present situation comes about, advertising will become far more important than it has ever been. Advertising is looked upon wholly as a business device—but it could easily become more important as applied sociology. All sociologists agree that the basic social fact is inertia, and that the main obstacle to social progress is what they call cultural lag. Practice is always a long way behind knowledge, and a small part of the social group that wants to progress is held back by the larger number who still cling to outmoded theories, habits, attitudes. But the outstanding fact about advertising is that advertising is the most effective agent ever discovered for effecting social change.

¶ ¶ ¶ Advertising is modern sociology in action. It does more to change people, to reduce cultural lag, to bring about new habits, new attitudes, new standards than any other agent. Advertising is superior to formal education in its social effects. Hundreds of thousands of women wore less clothes this summer than at any time since Greece was glorious, solely as the result of advertising. And it was not the advertising of clothes but the advertising of vitamins that brought this about. The steps were: vitamins, sunlight, nudity. If advertising men want to put the run on those who look down their noses at advertising, all they have to do is study the sweeping changes that have been brought about in diet, hygiene, sports, infant care, sex mores, women's participation in all once exclusive-

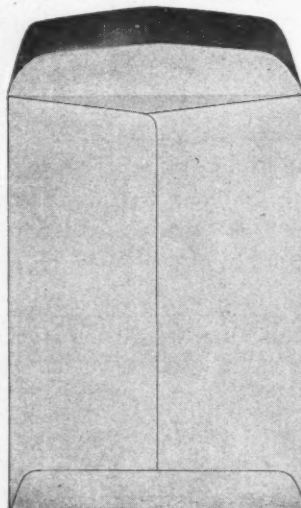
ly masculine vices such as smoking and drinking and politics. There is the story and it is a big one if we stick to it.

¶ ¶ ¶ A skywriter writing *Drink Pepsi-Cola* in letters a mile high set me thinking about the possibilities of outdoor spectacular showmanship for many products. It seems to me that display-minded advertising interests are overlooking a lot of bets. There is increasing evidence of showmanship in window and store display, in house-to-house selling, and in the use of moving pictures for sales purposes. And three or four years ago it looked as if the traveling circus or caravan idea was getting ready to go places. Though the trucks of the *Railway Express Agency* have been carrying posters for several years, the idea has not spread. Thousands of manufacturers are overlooking the opportunity to make their delivery vans and trucks traveling posters, by incorporating pictorial and color design. And why should both sides of a van body be painted alike, when two different sides would give two chances to make a striking impression?

¶ ¶ ¶ The objections to showmanship which are sometimes raised are often only the unconscious objection, not to showmanship as a principle, but to the lack of relevance in its application to the product or the sales point that is being made. People who object to sensationalism or to lack of dignity are usually only trying to formulate a real objection of irrelevance. Much

## CURTIS FIBRE CATALOG ENVELOPES

are first-rate insurance against damage to



CATALOGS  
BOOKLETS  
BROADSIDES  
HOUSE ORGANS  
PROOFS  
DRAWINGS  
SAMPLES  
MERCHANDISE

They are tough and strong for  
PROTECTION  
and feather-light to  
SAVE POSTAGE

WE WILL GLADLY SEND YOU SAMPLES

**CURTIS 1000 INC.**

342 Capitol Ave.  
HARTFORD, CONN.

1000 University Ave.  
ST. PAUL, MINN.

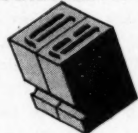
1814 E. 40th St.  
CLEVELAND, OHIO

# DIRECT MAIL SERVICES

# B

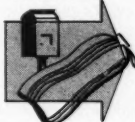
UCKLEY-DEMENT is a house of many services . . . each obtainable by itself or in combination with the others. Knowledge of advertising principles . . . unified control of production . . . and familiarity with postal rules make B-D services effective, fast and economical.

## PRINTING ... IMPRINTING



A complete up-to-the-minute printing plant. Modern one and two color automatic presses . . . monotype and linotype equipment . . . folders . . . bindery. Buckley-Dement is exceptionally well equipped to do imprinting and dactylizing on all types of sales literature, regardless of quantity.

## MAILING



A comprehensive service including gathering of the material, folding if necessary, enclosing in the envelope or container, sealing, weighing, stamping or metering, sacking and delivery to the post office on schedule. This service is not restricted to mailings produced by Buckley, Dement & Co.

## PHOTO OFFSET ... PLANOGRAPHING



A modern photo-offset department complete with cameras and plate-making equipment. Reproduction of photographs, drawings, art work, printed matter, typewriting, and all other forms of copy, in one or more colors, quickly and economically without costly line or halftone engravings.

## PLATE ADDRESSING



A service designed to save clients an investment in such equipment as addressing and embossing machines, steel cabinets and trays, and to save them floor space and the bother of maintaining their addressing plate files. Over one million plates now on file . . . ready for instant use.

## TYPEWRITING ... ADDRESSING



A quick, accurate service. Hundreds of skilled typists available to do all kinds of typewriting . . . letters . . . lists . . . addressing . . . fill-ins. A special technique for matching fill-ins with the multi-graphed body of a letter. Pen-written addresses, signatures and matched fill-ins neatly done.

## COUNSELING AND CREATIVE SERVICES



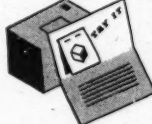
Thirty-three years in Direct Advertising and Sales Promotion has put B-D in an excellent position to help clients plan their direct advertising . . . whether it is an individual piece, a series, or a year's campaign. Our layout, art and copy departments are well staffed to handle the details.

## PROCESS LETTERS



One of Chicago's best-equipped form letter departments. Typewritten letters reproduced quickly in as many colors as you want. Facsimile signatures reproduced accurately. Work carefully supervised for accuracy of alignment and match of color between name and address and body of form letter.

## SAMPLING BY MAIL



Samples sent by mail to selected lists reach their destinations quickly and receive undivided attention. The accuracy of B-D mailing lists and the speed and capacity of B-D addressing and mailing services make the mailing of certain samples profitable in any quantity from hundreds to millions.

## GUARANTEED MAILING LISTS



All types of mailing lists built to specification. Every list carries a guarantee. Names and addresses available by type of business, territory and/or financial rating. Clients may have mailings addressed from B-D lists and save the separate cost of the list.

## CONTEST ADMINISTRATION



In its simplest form we collect requests for an advertised gift, and mail the gift. In its more complicated phases we collect the returns from a prize contest and scientifically narrow down the responses to a specified number for the final judges.

**BUCKLEY, DEMENT & COMPANY**  
1300 JACKSON BOULEVARD • CHICAGO • TELEPHONE MONroe 6100



## Get Yours

For the first time in history of advertising, the whole story about direct mail is told on one big, easily understood sheet of paper.

Size, 25 3/4 x 38 1/4 inches. Printed in black and yellow on heavy-weight white paper—suitable for framing.

Actual reading time: 2 hours, 18 minutes

### Important Subjects Covered

1. The Nine Trails to Sales
2. The 49 Ways Direct Mail Can Be Put to Work in Your Business
3. How Direct Mail Can Be Used as the Salesmate of the Other Great Media
4. A Customer Control Formula
5. Showmanship For Selling Principles
6. Psychological and Physical Elements of Showmanship
7. Index of Human Desires and Emotions
8. The Major Forms of Direct Advertising

A bookful of information in a ready-to-use visual form. You cannot afford not to have this chart. Use it for checking and planning. Use it to stimulate ideas for better Direct Advertising.

**Price, 1 copy, \$1.50**  
(with Roll-o-frame)

Order Your Copy Today From  
**DIRECT MAIL ADVERTISING  
ASSOCIATION**  
Hotel Pennsylvania, New York

of the stunting in direct mail lacks relevance. That is the only real objection to it.

It is commonly agreed that radio advertising has cut into magazine space more than it has cut into other media. If this is so, it seems to me that magazines that have used the radio promotion are smart. The movies, we are told, have cut into the reading time that people once had for magazines. So it is smart again for magazines to use movie presentation to sell themselves to the advertisers. The newspapers have always been smart, though they crusade openly or secretly against direct mail advertising, all newspapers that promote themselves vigorously use outdoor advertising to get readers and direct mail to sell space to agencies and advertisers. In the long run the newspapers would be terribly clever if they urged their local advertisers to supplement space with direct mail. The advertiser would sell more merchandise and it would be comparatively easy to convince him that it was the combination that worked and that he'd better stick to it.

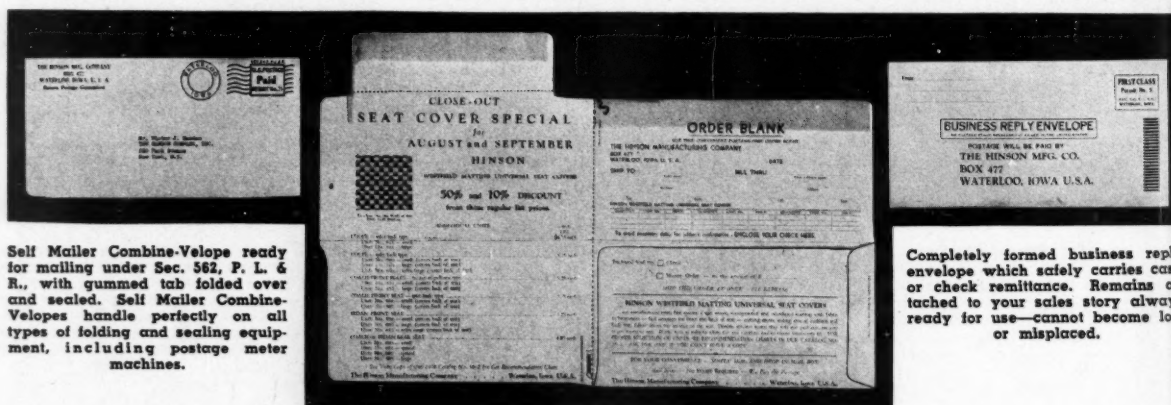
Not so long ago a lot of people wondered why the *Saturday Evening Post* had an editorial page at all. Nobody read it—at least nobody ever mentioned it, and

most people who said they occasionally looked at it, also said that it looked like tripe. But a great change has come over the S.E.P. It has decided that it needs two editorial pages and that it has opinions so important that they cannot be stated adequately in less than two whole pages on one opinion.

Baseball has staged a comeback this summer. Much of the credit must be given to radio broadcasting. Then two big food advertisers hooked in and baseball sweepstakes have been used for smaller, local sales promotion. But it's only a shot in the arm. Professional baseball has passed its peak. . . . Have you noticed the rapidly growing popularity of fishing? I wouldn't want to be too dogmatic about it, but my guess is that fishing is a masculine reaction against the increasing feminization of golf, what the English call pub crawling, Ladies' Day at the ball park, and a few other straws in the wind like that.

The last five years have been pretty drab but there are plenty of signs that the next five years will be more interesting; and possibly exciting. Among other things to watch for are new slants in radio and moving pictures, a new crop of social theories, an increasing consumer

## FOR MAIL ORDERS—FOR COLLECTIONS—SELF MAILER COMBINE-VELOPES "ALL THE DIRECT MAIL ESSENTIALS IN ONE UNIT"



Self Mailer Combine-Velope ready for mailing under Sec. 562, P. L. & R., with gummed tab folded over and sealed. Self Mailer Combine-Velopes handle perfectly on all types of folding and sealing equipment, including postage meter machines.

When Self Mailer Combine-Velope reaches addressee it is slit at bottom and opens up as shown above. After reading message on left hand flap, customer tears this portion off at perforation, leaving completely formed business reply envelope for order and remittance.

How would you like to have your next mailing delivered in one piece, just one highly effective, completely printed unit that needs only to be addressed to make it ready for mailing—that provides letter form, order blank, completely formed business reply envelope and original mailer?

You can—with Self Mailer Combine-Velopes! No letterheads to buy, no order blanks, reply envelopes or mailing envelopes. None of these forms to be printed separately. No gathering, folding or inserting expense on four or five different forms.

**YOUR LOW INITIAL COST FOR SELF MAILER COMBINE-**

### VELOPES IS PRACTICALLY YOUR LAST COST FOR FORMS AND MAILING OPERATIONS!

Self Mailer Combine-Velopes will bring back orders accompanied by remittances regardless of unit of sale—at a selling cost per order that should prove one of the lowest you have ever recorded.

Make us prove it! Try a split test on your next mailing—check your cost for forms and mailing operations, check your returns, and see for yourself.

Write today for samples and prices—prices predicated on a production set-up that is geared for quick delivery and low costs in quantities of ten thousand to one million or more!

**THE SAWDON COMPANY, Inc. 230 PARK AVE., NEW YORK, N. Y.**

*To the Executive...*

## WHO IS SEEKING A BETTER LETTERHEAD FOR HIS ORGANIZATION



**O**UR business is the design and manufacture of fine letterheads for business organizations whose executives realize that the appearance of their letterhead *does* make a difference.

Illustrative or symbolic designs incorporating faithful details of products—products in use, processes, trademarks, buildings, etc., are reproduced with unexcelled fidelity in Nahm Photogravure Engraved letterheads.

Our letterhead designers are artists in the field and will create for you an original layout and treatment based on your own specific requirements.

We created the fine letterheads used by the Canadian Pacific Railway Company, American Machine & Metals, the Hotel Roosevelt in New York, American Business and hundreds of other outstanding companies.

Our letterheads do cost more than ordinary letterheads—but are well worth the difference.

We invite you to write to us on your present business letterhead—tell us how many you use in a year and let us send you a portfolio of our samples. They tell our story. There is no obligation of any kind. Write to



# NAHM PHOTOGRAVURE COMPANY

*Engraved Letterheads, Business Cards and Announcements*

352 FOURTH AVENUE - - - NEW YORK, N. Y.

# Opinions

ON MAIL ORDER  
AND DIRECT MAIL PROBLEMS

**\$10** EACH

The opinion of an expert on the practicability of a proposed piece or campaign, or on the chances for success of a mailing or mail order venture, should be worth many times that fee. State your question clearly in a letter, enclose check or money order for \$10 (which will be refunded immediately if you are not entirely satisfied), and be on the safe side. As far as is humanly possible, know the effectiveness of your printed salesmanship before you spend a lot of money on it.

**Earle A. Buckley**

President, Earle A. Buckley Organization. Author of McGraw-Hill's fast selling books, "How To Sell by Mail" and "How To Write Better Business Letters." Eighteen years of active Direct Mail and Mail Selling experience with many of the largest firms in the country.

1600 ARCH STREET  
PHILADELPHIA, PA.

movement with some co-operative overtones, national interest in housing and the possibility that the modernistic trend will leap into prominence, the appearance of one or two plainer, longer-lived lower priced automobiles, a reversal or something like it in the attitude toward older people as employees, consumers and citizens and marked changes in the educational set-up. In every one of these fields things are about ready to pop—and they will.

§ § § The D.M.A.A. Convention at the Stevens Hotel in Chicago, September 28, 29 and 30 is billed as a series of "clinical conferences." Now clinical means "from the bedside"—and you may be wondering who is sick. It is not direct mail. The sick ones, if there are any, are the people who try to do direct mail without knowing all they can about it. If that seems to say that anybody who can get to Chicago these three days and doesn't must be sick, it's too late to take it back. Direct mail conventions sponsored by the Association have been going on for twenty years and everyone that I have ever attended turned out to be an opportunity to learn a lot, no matter how much you knew already.

§ § § Maybe it's a fact that people who already know a lot about anything are

always most eager to learn more. Or maybe it is because you have to know something in order to know how little you know. I've heard both reasons given. But the best way to get oriented on direct mail, to add to what you know and make it even more effective, to get good answers to problems that you are intelligent enough to have isolated, is to make a last minute decision to attend these three days of conference in Chicago.

§ § § Direct mail is due for a renaissance. With 2000 more words to go I could prove it. But just stop and ponder these facts: Competition in selling grows keener every day and calls for more intelligent, more selective, more intensified effort; the selling principles that underlie direct mail are applicable in many directions; and thousands of businesses are awakening to the fact that to make a better profit, or sometimes any, they must sell more goods to fewer customers, contact restricted markets more frequently, make salesmen's time and effort more resultful, or in some other way face the fact that they have been fighting space and time instead of controlling them. So direct mail is going to re-apply the principle that Colonel William Prescott enunciated at Bunker Hill, "Don't shoot until you can see the whites of their eyes."

—Sam Slick

# M & L

**TYPESETTING & ELECTROTYPING COMPANY**

4001 RAVENSWOOD AVENUE . . CHICAGO

TELEPHONE LAKEVIEW EIGHT-TWO-O-ONE

. . . . thoroughly skilled craftsmen in all phases of the  
typographic art . . . . working with the latest type  
faces . . . . aided by a battery of pickup and delivery  
cars . . . . twenty-four hours a day . . . . we furnish  
a service that cannot be excelled . . . . **ANYWHERE**



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